

ГОСУДАРСТВЕННОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ
КЫРГЫЗСКО-РОССИЙСКИЙ СЛАВЯНСКИЙ УНИВЕРСИТЕТ

Кафедра иностранных языков

JOURNALISM AS IT IS

Учебное пособие

Бишкек 2018

УДК 070(=111)(075.8)

ББК 76.12

Ј 91

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Рекомендовано к изданию
кафедрой иностранных языков КРСУ

Ј 91 JOURNALISM AS IT IS: учебное пособие / сост. М.Г. Юр-
ченко. – Бишкек: КРСУ, 2018. – 144 с.

ISBN 978-9967-19-536-3

Учебное пособие «Journalism as it is» предназначено для студентов неязыковых факультетов вузов, изучающих дисциплину «Иностранный язык для профессиональных целей».

Целью пособия является развитие навыков чтения периодики и литературы по специальности, а также устной речи по различным вопросам в сфере журналистики.

Учебное пособие окажет существенную помощь студентам и преподавателям в подготовке и проведении уроков с текстами по специальности.

Ј 4502020000-18

УДК 070(=111)(075.8)
ББК 76.12

ISBN 978-9967-19-536-3

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Part I

Chapter I. JOURNALISM IN THE ERA OF THE WEB

Broadcast News vs. Newspaper News

Broadcast news writing is not newspaper writing read aloud. Broadcast news differs from newspaper news in content, arrangement, style and delivery. The receiver of the information is different also, although in many cases, the radio news listener and the television news viewer are also daily newspaper readers. They are different because the media require different degrees of attention and participation. Print is the medium in which the reader must be actively involved to get the message. The reader must concentrate. He must focus his attention on the printed word, and he must let his imagination, his mind's eye, fill in the picture the text describes.

Quite opposite demands are made by the broadcast media. The listener or viewer sits passively. He doesn't come to the news, as he would by turning the pages of the evening paper. The news comes to him. It follows him around the room if he gets up from his chair. It follows him into the kitchen when he goes for a snack, until he is out of earshot. While he watches the tube, his sense of sight is captured, so his imagination is not called forth. However television news does not demand the viewer's full attention. His mind may wander. The newspaper reader is not likely to be doing much else while he is reading that occupies his attention, but when hearing or watching the news, he may also be carrying on a conversation, building a model airplane, or even glancing through a magazine, depending upon his degree of interest at any moment.

The result is that the broadcast news writer has a more elusive target at which to aim his information than does the newspaper writer. The news writer who offers the audience nothing but newspaper news read aloud will not keep his audience.

A 15-minute radio or television newscast gives the audience approximately the same number of stories as does a newspaper front page

and a local news page, each at a depth of one to three paragraphs. For a 30-minute newscast, add page 3 of the newspaper and a few more paragraphs of depth the front page. That's all. It has been repeated often that television news will never replace newspapers. Television news and radio news cannot provide the number of facts a newspaper provides. Actually, they should not try. The audience would not absorb that much detail, and would soon grow bored.

Let us consider what a newspaper tells its readers. A story about the day's bombing, which means learning how many bombers left from where to what targets to drop how many tons of explosives how far from what referent points, and to what degree of success according to what air force source. The same story may also tell us of the day's political activities in that distant country, the internal maneuverings, the attempts to control or the attempts to get out from under. We learn the names, titles and assignments of the visiting political officials and where they are going and who is meeting them and what they say about what they have seen so far.

Detail after detail, fact after fact. Furthermore, this is just one story, or at least it is wrapped up under one dateline. Ten other stories on the front page carry just as many names, places, quotations and numbers. If there is any characteristic which make newspaper writing unique, it may well be its use of numbers.

To try to duplicate this detail in a broadcast not only would be hopeless. It would be foolish. It would be wrong. Television and radio news are not good vehicles for carrying great volumes of little facts.

Vocabulary:

<i>earshot</i>	the distance within which a sound, esp. that of the unaided human voice, can be heard; by analogy with bowshot
<i>wander</i>	to move or go about aimlessly, without plan or fixed destination; ramble; roam
<i>absorb</i>	to suck up
<i>duplicate</i>	to make double or twofold; to make an exact copy or copies
<i>wrap up</i>	to put on warm clothing

<i>snack</i>	a small quantity of food; light meal or refreshment taken between regular meals
<i>arrangement</i>	something made by arranging parts in a particular way
<i>capture</i>	to take or seize by force, surprise, or skill
<i>occupy</i>	to employ, busy, or engage (oneself, one's attention, mind, etc.)
<i>glance</i>	to look suddenly and briefly; take a quick look
<i>illusive</i>	illusory; unreal
<i>approximately</i>	nearly, closely, roughly, close to, near to, almost, around, about,
<i>depth</i>	the quality or condition of being deep; deepness
<i>replace</i>	to put back or pay back; restore; return
<i>observe</i>	to adhere to, follow, keep, or abide by (a law, custom, duty, rule)
<i>maneuver</i>	to manage or plan skillfully or shrewdly; manipulate or scheme
<i>assignment</i>	an assigning or being assigned; appointment; allotment
<i>furthermore</i>	in addition; besides; moreover: used with conjunctive force
<i>dateline</i>	the date and place of writing
<i>quotation</i>	the act or practice of quoting; the words or passage quoted
<i>unique</i>	highly unusual, extraordinary, rare, etc.:
<i>vehicle</i>	any device or contrivance for carrying or conveying people or objects

Activities:

Ex. 1 Complete the following sentences with the words from the box:

provide	duplicate	wrap up	occupy
absorb	print	replace	

1. I am reading the newspaper news that _____ my attention.
2. Television and radio news cannot _____ the number of facts.

3. The audience would not _____ that much detail, and would soon grow bored.
4. This affair is _____ in mystery.
5. _____ is the medium in which the reader must be actively involved to get the message.
6. Don't try to _____ his writing style, it would be hopeless.
7. Television and radio news will never _____ newspapers.

Ex. 2 Find the words in the text corresponding to the following definitions:

- a. range of hearing
- b. to drift away from a subject, as in discussion; stray or roam in thought
- c. to take up the full attention or energy of; engross smth.
- d. to be absorbed or engrossed in some process
- e. silly, senseless, absurd

Ex. 3 Decide whether the statements are true or false:

- a. Print is the medium in which the reader must be actively involved to get the message.
- b. The broadcast media demands the listeners or viewers to concentrate and focus their attention.
- c. Television news does not demand viewer's full attention.
- d. Television and radio news will be able to replace newspapers.
- e. Television and radio news are really good vehicles for carrying great volumes of little facts.

Ex. 4 Answer the following questions:

1. How does the television or radio audience differ from the newspaper readership?
2. Quietly observe people watching a television newscast. What can you say about their behavior and degree of attention?
3. If you were a news director, in what ways, if any, would you take your audience of older people into account?

Propaganda

Propaganda is a specific type of message presentation aimed at serving an agenda. At its root, the denotation of propaganda is ‘to propagate (actively spread) a philosophy or point of view’. The most common use of the term (historically) is in political contexts; in particular to refer to certain efforts sponsored by governments or political groups. A message does not have to be untrue to qualify as propaganda. Some propaganda includes significant and deliberate falsehoods, and/or omits so many pertinent truths that it becomes highly misleading.

The aim of propaganda is to influence people’s opinions actively, rather than to merely communicate the facts about something. What separates propaganda from “normal” communication is in the subtle, often insidious, ways that the message attempts to shape opinion. For example, propaganda is often presented in a way that attempts to deliberately evoke a strong emotion, especially by suggesting illogical (or non-intuitive) relationships between concepts.

An appeal to one’s emotions is, perhaps, more obvious a propaganda method than utilized by some other more implicit, subtle and perhaps, insidious forms. For instance, propaganda may be transmitted indirectly, through an ostensibly fair and balanced debate or argument. In such a setting, techniques like, “red herring”, and other ploys are often used to divert the audience from a critical issue, while the intended message is suggested through indirect means. This technique avoids the distinctively biased appearance of one sided rhetoric, and works by presenting a contrived premise for an argument as if it were a universally accepted and obvious truth, so that the audience naturally assumes it to be correct.

The method of propaganda is essential to the word’s meaning as well. A message does not have to be untrue to qualify as propaganda. In fact, the message in modern propaganda is often not blatantly untrue. But even if the message conveys only “true” information, it will generally contain partisan bias and fail to present a complete and balanced consideration of the issue. Another common characteristic of propaganda is volume (in the sense of a large amount). For example, a propagandist may seek to influence opinion by attempting to get

a message heard in as many places as possible, and as often as possible. The intention of this approach is to reinforce an idea through repetition, and exclude or “drown out” any alternative ideas. In English, the word “propaganda” now carries strong negative (as well as political) connotations, although it has not always done so. It was formerly common for political organizations to refer to their own material as propaganda. Other languages do not necessarily regard the term as derogatory and hence usage may lead to misunderstanding in communications with non-native English speakers. For example, in Brazil and some Spanish language speaking countries, particularly in the Southern Cone, the word “propaganda” usually means the most common manipulation of information – “advertising”.

Propaganda shares techniques with advertising. In fact, advertising can be thought of as propaganda that promotes a commercial product; the word “propaganda” more typically refers to political or nationalist uses, or promotion of a set of ideas. Propaganda also has much in common with public information campaigns by governments, which are intended to encourage or discourage certain forms of behavior (such as wearing seat belts, not smoking, not littering, or so forth). Again, the emphasis is more political in propaganda. Propaganda can take the form of leaflets, posters, TV, and radio broadcasts and can also extend to any other medium.

Propaganda, in a narrower use of the term, connotes deliberately false or misleading information that supports or furthers a political cause or the interests of those in power. The propagandist seeks to change the way people understand an issue or situation for the purpose of changing their actions and expectations in ways that are desirable to the interest group. The leaders of an organization know the information to be one sided or untrue, but this may not be true for the rank and file members who help to disseminate the propaganda.

Propaganda can be classified according to the source and nature of the message. **White propaganda** generally comes from an openly identified source, and is characterized by gentler methods of persuasion, such as standard public relations techniques and one-sided presentation of an argument. **Black propaganda** often pretends to be from a friendly source, but is actually from an adversary. Black propaganda

is characterized by its presentation of false information to elicit a desired response, and is often used in covert military psychological operations and by large networked organizations such as terror networks or governments. **Gray propaganda** may come from an adversarial source pretending to be friendly or neutral, and presents misleading information in a more insidious manner than white propaganda. In scale, these different types of propaganda can also be defined by the potential of true and correct information to compete with the propaganda. Propaganda may be administered in very insidious ways. For instance, disparaging disinformation about history, certain groups, or foreign countries may be encouraged or tolerated in the educational system. Since few people actually double-check what they learn at school, such disinformation will be repeated by journalists as well as parents, thus reinforcing the idea that the disinformation item is really a “well-known fact,” even though no one repeating the myth is able to point to an authoritative source. The disinformation is then recycled in the media and in the educational system, without the need for direct governmental intervention on the media. Such permeating propaganda may be used for political goals: by giving citizens a false impression of the quality or policies of their country, they may be incited to reject certain proposals or certain remarks, or ignore the experience of others.

Common media for transmitting propaganda messages include news reports, government reports, historical revision, junk science, books, leaflets, movies, radio, television, and posters. In the case of radio and television, propaganda can exist on news, current-affairs or talk-show segments, as advertising or public-service announce “spots” or as long-running advertorials. Ideally a propaganda campaign will follow a strategic transmission pattern to fully indoctrinate a group. This may begin with a simple transmission such as a leaflet dropped from a plane or an advertisement. Generally these messages will contain directions on how to obtain more information, via a web site, hotline, radio program, et cetera. The strategy intends to initiate the individual from information recipient to information seeker through reinforcement, and then from information seeker to opinion leader through indoctrination.

Vocabulary:

<i>propagate</i>	to spread (ideas, customs, etc.) from one person or place to another
<i>effort</i>	a product or result of working or trying; achievement
<i>deliberate</i>	to think or consider carefully and fully
<i>omit</i>	to fail to include; leave out
<i>pertinent</i>	to have some connection with the matter at hand; relevant, appropriate, related
<i>insidious</i>	characterized by treachery or slyness; crafty; wily
<i>evoke</i>	to call forth or summon (a spirit, demon, etc.), as by chanting magical words
<i>bias</i>	to cause to have a bias; influence; prejudice
<i>persuasion</i>	a strong belief; conviction
<i>connotation</i>	something connoted; idea or notion suggested by or associated with a word, phrase
<i>adversary</i>	a person who opposes or fights against another; opponent; enemy
<i>permeate</i>	to spread or diffuse; penetrate
<i>reject</i>	to discard or throw out as worthless, useless, or substandard
<i>leaflet</i>	a separate sheet of printed matter, often folded but not stitched
<i>junk</i>	useless or worthless stuff; trash; rubbish

Activities:

Ex. 1 Complete the sentences with appropriate words from a, b or c:

1. The word “propaganda” now carries:
 - a) negative connotation
 - b) positive connotation
 - c) neutral connotation
2. The word “propaganda” usually means:
 - a) censorship
 - b) deception
 - c) advertising

3. "Red herring" means:
 - a) a fish
 - b) a ploy
 - c) a plant
4. What is "color" of propaganda more effective:
 - a) white
 - b) black
 - c) gray
5. Disinformation fact becomes "a well-known" fact when it is:
 - a) repeated by people
 - b) believed by people
 - c) reported by mass media
6. Propaganda as the method is used more in:
 - a) political sphere
 - b) economic sphere
 - c) social sphere

Ex. 2 Make up the sentences using the following words and phrases:

stay the course
 deliberate falsehoods
 equitable discourse
 censorship
 leaflets.

Ex. 3 Find the following phrases in the text and decide which of the given alternatives explain the best:

- | | |
|--------------------------|--|
| 1) Propaganda | <ol style="list-style-type: none"> a) the method of advertising b) the method of communication c) specific type of message presentation |
| 2) The aim of propaganda | <ol style="list-style-type: none"> a) to influence people's opinion b) to change people's opinion c) to satisfy the human curiosity |
| 3) Misunderstanding in | <ol style="list-style-type: none"> a) derogatory usage of the term communications b) wrong pronunciation c) wrong meaning of the term |

Ex. 4 Decide whether the statements are true or false:

1. The most common use of the term (historically) is in social contexts.
2. A message has to be untrue to qualify as propaganda.
3. Another common characteristic of propaganda is volume.
4. White propaganda comes from an adversary.
5. Black propaganda comes from an openly identified source.
6. Gray propaganda may come from adversarial and neutral sources.
7. Propaganda may be administered in very safe ways.
8. In English, the word ‘propaganda’ now carries strong positive (as well as political) connotations.

The Younger Audience

Another study showed that one out of four six-year-olds watches a network newscast “almost every day” and the percentage rises as the kids grow. The study also showed that the more they watch the more they know about current events. No surprise there.

World and national news bewilder many adults. When the economy dominates the headlines, reporters do more explaining and clarifying than straight reporting for their adult listeners. But who tries to communicate with kids?

Happily, quite a few newsrooms do. *In the News* on Saturday mornings consisted of three minute spots sandwiched between the cartoons and the commercials every half hour. Many of the spots were soft features or news features (the difference is that a news feature has a specific time-event reference), but the *In the News* producers tackled the hard stories, too. The producers also used techniques not employed on the evening newscast. A story of school violence was illustrated with animated film of students smashing desks, plus news film of the results of the violence.

CBS has also produced *What’s It All About?* , a three-minute feature news program; *Closer Look*, three-minute spots following the evening network news; and *Razzmatazz*, a Saturday afternoon magazine show.

It is not necessary to hire a couple of nine-year-old newscasters to reach youngsters, but it is necessary to write clearly enough so that children can understand what the newscaster is saying, to illustrate the news with maps and other graphics so that a youngster can differentiate between the Middle East and the Middle West, and to relate a news event to a youngster's frame of reference. In short, it is necessary to do for children what the journalist ought to do for adults.

When KRON, San Francisco, premiered *Kidswatch*, formatted like an adult newscast, opposite a regular newscast on another station, *Kidswatch* came out with a higher rating! That may not say something about kids, about adults, about promotion, or about San Francisco, but it certainly does say something!

For another delightful use of what local children produce, around Christmas get some of their letters to Santa from the post Office and read them on the air, if possible over silent footage of the children who wrote them. This feature would be welcome on the regular evening newscast as well as on a program for kids.

Kids are hard to deal with. They cut up and stare at the camera. One photographer gets kids to cooperate by carrying a small roll of adding machine paper. When she wants to film children, she first shows them the adding machine paper and tells them the film looks like this, and if they look at the camera, "I'll see it on this film (pointing to the paper) and I'll tear it up and it away – like this". After the children watch a crumpled strip of adding machine paper being tossed into the waste basket, the photographer reports that they settle down and do not look at the camera lens.

Vocabulary:

<i>stare</i>	to gaze or look steadily with eyes wide open, as in fear, admiration, wonder
<i>bewilder</i>	to confuse hopelessly, as by something complicated or involved
<i>cooperate</i>	to act or work together with another or others for a common purpose

illustrate	to make clear or easily understood by examples, comparisons
toss	to lift quickly; jerk upward
adult	grown up; mature in age
clarify	to make or become easier to understand
commercial	a paid advertisement commercially
tackle	to undertake to do or solve something difficult
animate	to stimulate to action or creative effort; inspire
smash	complete ruin or defeat; total failure, esp. in business
frame	to shape, fashion, or form, usually according to a pattern; design
rating	a placement in a certain rank or class
delightful	very pleasing, charming, refreshing
promotion	advancement in rank, grade, or position; progression
sandwich	to place or squeeze between two other persons, places, things
pace	rate of movement, progress, development

Activities:

Ex. 1 Complete the following sentences with the words from the box:

illustrate	stare	sandwich
cooperate	bewilder	

1. There were no free place and I had to be _____ between two women.
2. He is extraordinary person. He can make people _____.
3. The book was _____ by colorful pictures.
4. She gets kids to _____ by carrying a small roll of adding machine paper.
5. His question _____ me. I could not answer to him.

Ex. 2 Find the words in the text corresponding to the following definitions:

- a. to undertake to do or solve something difficult
- b. to rule or control by superior power or influence
- c. to place or squeeze between two other persons, places, things, materials, etc.
- d. to make clear, explain by examples, comparisons, etc.
- e. to throw or pitch; fling here and there
- f. very pleasing, charming, refreshing
- g. advancement in rank, grade or position

Ex. 3 Decide whether the statements are true or false:

1. It is not necessary to write clearly enough. Anyway, children understand what the newscaster is saying.
2. There is no difference between soft features and news features.
3. It is necessary to illustrate the news with maps and other graphics for children.
4. The study shows that the more children watch a network newscast the less they know about current events.
5. It is necessary to do for children what the journalist ought to do for adults.

Ex. 4 Find the English equivalents for the following words and expressions:

1. взяться за решение проблемы
2. темпы развития
3. сидеть стиснутым между двумя людьми
4. пристально смотреть
5. владеть своими чувствами

Journalism in the Era of the Web

Mainstream news organizations are struggling to apply old-fashioned news standards to the Web, but are discovering it is not easy to translate the virtues of accuracy, balance, and clarity to a medium where the advantages of speed and timeliness prevail.

Web technology has strengthened the traditional watchdog functions of journalism by giving reporters efficient ways to probe more deeply for information. The capacity to search documents, compile background and historical context, and identify authoritative sources has expanded the reporter's toolbox. It also has introduced a fundamentally different culture built on interactivity, fewer rules, and fewer limits.

Speed and timeliness once were the strength of newspapers. The wire services built their reputations on being first with the big stories, which people typically found in their local papers. The immediacy of television took that edge from the printed press. Now the Web has established its own advantages of speed and timeliness; and in doing so it has enabled newspapers to come full circle by posting breaking news and extending their brand identities through such innovations as online afternoon editions.

At the intersection of traditional journalism and the Web, attempts to apply the standards of the traditional newsroom encounter such other values as freedom, irreverence, advocacy, and attitude. Web journalists argue that the Olympian tones of the traditional press don't work online. They liken their new medium to the true spirit of the First Amendment to the U.S. Constitution, assuring freedoms of speech, press, and assembly. Online scribes observe that their new medium is reminiscent of a time when newspapers were feisty and combative. Ann Compton of ABCNews.com describes the essential difference between her online staff and the network's television journalists: "We write more brightly. We throw in more slang. There is a richness to the dot-com coverage that you really can't do on television." Similar comparisons can be made between the Web and daily newspapers.

Is such "richness" compatible with the highest standards of journalism? Can the freewheeling, provocative, irreverent nature of the Web adapt to a culture whose traditions have been shaped by a more sober, structured medium?

The process of establishing standards online is moving along, influenced by three developments. First is the reality that the dominant news Web sites will be run by the old media – the traditional news organizations such as daily newspapers, newsmagazines, and net-

work and major cable television outlets. What makes this a reality is the influence of the marketplace, which has been especially harsh to upstart dot-coms. Those with insufficient capital or marginal journalistic reputations or weak marketing strategies are being weeded out. Among the survivors are the mainstream news organizations that have the resources to build powerful Web sites and to insure that these platforms reflect the rigorous standards by which their print publications are written and edited.

Second are efforts by online journalists to craft standards for the Web. The Online News Association is beginning a project to develop strong guidelines, including recommendations for how they can be applied and monitored.

Rich Jaroslovsky, president of the Online News Association and managing editor of The Wall Street Journal Interactive, says there is “a lot of steam behind the project.” Too many online news decisions are being made “by the seat of the pants,” Jaroslovsky says, “rather than having a reason for the decision. We hope to develop a document that doesn’t direct but persuades,” not just journalists but also those who are working in other online cultures and making distinctions between news and commerce.

The third and perhaps the most far-reaching influence on journalistic standards is the interactivity that results when journalists put their e-mail addresses on the Web. E-mail can bring instant feedback to a story just posted as well as to one that is read in the newspaper over coffee in the morning. Some reporters are constructing barriers to such engagement with readers, preferring instead to not have e-mail or to be shielded by a filter that lets through only the messages they think they want to have.

E-mail enables reporters and editors to hear from people who may know something about the story and who can share an authoritative perspective, provide additional sources, or raise the possibility that the story may be unbalanced or unfair. The potential for such interactivity is that it can contribute to raising the level of journalistic performance.

Jon Katz, a Web commentator who writes for Slashdot.com, says, “The surprising thing to me is the degree to which I am held account-

able by readers for what I am doing. Whatever you are writing, your column makes its way to the most knowledgeable people on the subject... What you learn is your column is not the last word, it's the first word."

Vocabulary:

<i>clarity</i>	зондировать
<i>capacity</i>	правильность, соответствие, точность
<i>irreverence</i>	строгий, неумолимый, безжалостный
<i>advocacy</i>	интернет-компания
<i>combative</i>	умеренный, воздержанный, рассудительный
<i>dot-coms</i>	боевой, воинственный, агрессивный
<i>sober</i>	непочтительность, неуважение
<i>rigorous</i>	защита, охрана, предохранение
<i>accuracy</i>	вместимость, емкость, объём
<i>probe</i>	доходчивость, ясность, понятность (о манере изложения)
<i>toolbox</i>	инструментальный ящик
<i>extend</i>	простирается, тянуться, длиться
<i>intersection</i>	скрещивание, пересечение
<i>liken</i>	уподоблять, сравнивать, приравнивать
<i>combative</i>	боевой, воинственный
<i>feedback</i>	обратная связь
<i>shielded</i>	защищенный, прикрытый

Activities:

Ex. 1 Match the following explanations with their definitions:

- | | |
|-----------------|--|
| 1. Watchdog | a) being at the right time; |
| 2. Timeliness | b) overseen by a body referred; |
| 3. Liken | c) to see, mention, or show as similar; compare; |
| 4. Irreverence | d) free of restraints or rules; |
| 5. Probe | e) striving to overcome in argument. |
| 6. Combative | f) a search for knowledge; |
| 7. Feisty | g) morally objectionable behavior; |
| 8. Freewheeling | k) showing courage. |

Ex. 2 Check your memory for:

Бороться за сохранение старых новостных стандартов; эффективные пути расследования; объем исследуемых документов; телевизионная независимость; совершать полный оборот; воспоминания о том, когда газеты были полны смелости и боевого духа; развиваться в строгом направлении; делать что-то согласно своему инстинкту; давать быструю ответную реакцию; являться добавочным источником.

Ex. 3 Read the following sentences and develop the ideas expressed in them:

1. The traditional watchdog functions of journalism.
2. Speed and timeliness once were the strength of newspapers.
3. The immediacy of television took that edge from the printed press.
4. The traditional news organizations such as daily newspapers, newsmagazines.
5. Journalists put their e-mail addresses on the Web.

Ex. 4 Find the suitable endings for the words in the first column:

- | | |
|--------------|-------------|
| 1. Time | a) dog |
| 2. Rich | b) wheeling |
| 3. Market | c) able |
| 4. Main | d) liness |
| 5. On | e) back |
| 6. Feed | f) stream |
| 7. Knowledge | g) ment |
| 8. Watch | k) place |
| 9. Free | l) line |
| 10. Develop | m) ness |

Ex. 5 Look at these words. Are they used in the text as nouns or verbs?

struggle	immediacy	encounter	guidelines
spirit	reminiscent	shield	knowledgeable
persuade	upstart	probe	enable
dot-com	liken	edge	toolbox

Ex. 6 Formulate and answer the questions:

1. What/the main function/the Web technology?
2. Which specific features/characterizing/newspaper?
3. Which value/supplied at the intersection of traditional journalism?
4. What kinds of developments/influenced on establishing of online standards?
5. Why many journalists put their e-mail addresses/the Web?

Why Democracy Needs Investigative Journalism

In the 1970s, reporters played critical roles in revealing what became the most serious U.S. political scandal in the post-World War II period. Washington journalists pursued the clues left at a petty burglary in the Watergate office building, following them all the way to the White House. The reportage led to congressional investigations and the ultimate resignation of President Richard Nixon.

The performance of the press during Watergate was held as the mirror that reflected the best that journalism could offer to democracy: holding power accountable. It became a trend in American newsrooms. The profession enjoyed high credibility in the years that followed, and a remarkable increase in journalism school enrollment occurred.

Almost three decades later, the situation has changed. Investigative journalism does not seem to be the brightest star in the firmament of American news. If the tone of the press was self-congratulatory in the post-Watergate years, pessimism about the state of American journalism is currently widespread. Observers have often argued that increasing media ownership concentration and the drive to sensationalize news coverage have sapped the vigor that investigative reporting requires. Business pressures also deter investigative reporting. Its demands for a great deal of time, human and financial resources frequently conflict with profit expectations and production cost controls. Also, the fact that stories might result in expensive lawsuits makes news companies nervous about supporting investigations.

Notwithstanding these factors, there has been no shortage of investigative stories produced in the past decade. Major urban newspapers in the United States have produced articles that have revealed corruption, injustice, and environmental mismanagement. Local and network television news frequently produce investigative stories, which generally focus on diverse types of consumer fraud, in areas such as health care, social services, and home mortgages.

What Is Investigative Journalism?

Investigative reporting is distinctive in that it publicizes information about wrongdoing that affects the public interest. Denunciations result from the work of reporters rather than from information leaked to newsrooms.

While investigative journalism used to be associated with lone reporters working on their own with little, if any, support from their news organizations, recent examples attest that teamwork is fundamental. Differing kinds of expertise are needed to produce well-documented and comprehensive stories. Reporters, editors, legal specialists, statistical analysts, librarians, and news researchers are needed to collaborate on investigations. Knowledge of public information access laws is crucial to find what information is potentially available under “freedom of information” laws, and what legal problems might arise when damaging information is published. New technologies are extremely valuable to find facts and to make reporters familiar with the complexities of any given story. Thanks to the computerization of government records and the availability of extraordinary amounts of information online, computer-assisted reporting (CAR) is of great assistance.

Democracy and Investigative Journalism

Investigative journalism matters because of its many contributions to democratic governance. Its role can be understood in keeping

with the Fourth Estate model of the press. According to this model, the press should make government accountable by publishing information about matters of public interest even if such information reveals abuses or crimes perpetrated by those in authority. From this perspective, investigative reporting is one of the most important contributions that the press makes to democracy. It is linked to the logic of checks and balances in democratic systems. It provides a valuable mechanism for monitoring the performance of democratic institutions as they are most broadly defined to include governmental bodies, civic organizations and publicly held corporations.

The centrality of the media in contemporary democracies makes political elites sensitive to news, particularly to “bad” news that often causes a public commotion. The publication of news about political and economic wrongdoing can trigger congressional and judicial investigations.

In cases when government institutions fail to conduct further inquiries, or investigations are plagued with problems and suspicions, journalism can contribute to accountability by monitoring the functioning of these institutions. It can examine how well these institutions actually fulfill their constitutional mandate to govern responsibly in the face of press reports that reveal dysfunction, dishonesty, or wrongdoing in government and society. At minimum, investigative reporting retains important agenda-setting powers to remind citizens and political elites about the existence of certain issues. There are no guarantees, however, that continuous press attention will result in congressional and judicial actions to investigate and prosecute those responsible for wrongdoing.

Investigative journalism also contributes to democracy by nurturing an informed citizenry. Information is a vital resource to empower a vigilant public that ultimately holds government accountable through voting and participation. With the ascent of media-centered politics in contemporary democracies, the media have eclipsed other social institutions as the main source of information about issues and processes that affect citizens’ lives.

Vocabulary:

<i>pursue</i>	преследовать, гнаться, бежать за
<i>trend</i>	курс, направление, тенденция, общее направление
<i>credibility</i>	вероятность, возможность, правдоподобие
<i>firmament</i>	небесный свод
<i>sap</i>	жизненные силы, жизнеспособность
<i>mortgages</i>	заклад, ипотека, закладная
<i>denunciations</i>	порицание, осуждение, открытое обвинение
<i>comprehensive</i>	всесторонний, всеобъемлющий, обширный
<i>revealing</i>	обличительный, разоблачающий
<i>burglary</i>	незаконное проникновение в помещение
<i>survey</i>	опрос, анкетирование
<i>enrollment</i>	внесение в официальный список
<i>vigor</i>	сила, энергия
<i>injustice</i>	несправедливость
<i>vigilant</i>	бодрствующая, бдительный.

Activities:

Ex. 1 Match the following explanations with their definitions:

- | | |
|------------------|--|
| 1. Occurred | a) violation of another's rights or of what is right, an unjust act; |
| 2. Vigor | b) newspaper writers and photographers; |
| 3. Injustice | c) a public act of denouncing; |
| 4. Fraud | d) an impression that something might be the case; |
| 5. Denunciations | e) to be found to exist or appear. To come to mind; |
| 6. Crucial | f) physical or mental strength, energy |
| 7. Fourth Estate | g) extremely significant or important; |
| 8. Agenda | k) A piece of trickery; |
| 9. Suspicion | l) a list or program of things to be done or considered. |

Ex. 2 Check your memory for:

Все дороги вели в Белый Дом; по окончанию расследования президенту был выдвинут ультиматум; журналистика расследования перестала сверкать яркой звездой на небосводе американских СМИ; городские газеты США продолжают печатать статьи, в которых разоблачается коррупция и отвратительное управление страной; прежде чем опубликовать скандальный материал, он тщательно проверяется; роль, которую выполняет журналистика расследования, является характерной для Четвертой Власти; СМИ сегодня затмили все существующие социальные институты, как главный источник информации.

Ex. 3 Formulate and answer the question:

1. What/Investigative Journalism, in your opinion?
2. How/you think, why investigative journalism/not seem to be the brightest star in the firmament of American news?
3. What kind of investigative stories/produced/local and network television news?
4. Who/needed to collaborate on investigations?
5. What/CAR mean?

Ex. 4 Make new words with the base words and use them in the sentences of your own:

- | | |
|-----------|-----------------|
| 1. Enroll | a) doing |
| 2. Remark | b) room |
| 3. Law | c) suit |
| 4. Not | d) gage |
| 5. Mort | e) ability |
| 6. News | f) withstanding |
| 7. Avail | g) able |
| 8. Wrong | k) ment |

Ex. 5 Where the words are used as a noun and as verb?

Credibility	Collaborate	Injustice	Plague
Pursued	Complexities	Attest	Nurturing
Firmament	Abuse	Empower	Fulfill
Sap	Commotion		

Ex. 6 Recall the situations where the following sentences were used:

1. The reportage led to congressional investigations and the ultimate resignation of President Richard Nixon;
2. Denunciations result from the work of reporters rather than from information leaked to newsrooms;
3. Its role can be understood in keeping with the Fourth Estate model of the press;
4. The publication of news about political and economic wrongdoing can trigger congressional and judicial investigations.

The Role of the Media in Building Community

Civic journalism has come a long way in the six years since the Pew Center for Civic Journalism was created. We live in an era today in which both journalists and the public in the United States are struggling to reach a consensus on what constitutes good journalism.

It's no longer enough for journalists themselves to think they are doing a good job. For journalism to continue to receive constitutional protection - and continue to attract readers and viewers – readers and viewers have to agree that journalism plays an essential role in our democratic society.

Recently, though, there have been disturbing data that this is not the case. National surveys document a reservoir of resentment toward the American press and its practices. Arrogant, insensitive, biased, inaccurate, and sensational are the words the public uses to characterize the media. There appears to be a growing consensus that “news” is broken. Now the big question is: do journalists know how to fix it?

Newspaper circulation is flat or falling. Although people are reading more, they're not reading newspapers. And TV news viewership is plummeting. The Freedom Forum, a nonpartisan, international foundation, recently conducted a survey on the state of the First Amendment. Overall, the press held its First Amendment rights in higher esteem than did the general public.

- More than half of the respondents – 53 percent – said they believe the press has too much freedom. This is an increase of 15 percentage points from a similar survey in 1997.
- Only 45 percent said they believe the media protect democracy, down from 54 percent in 1985. And 38 percent said the media actually hurt democracy.
- Some 65 percent said newspapers should not be able to publish freely.
- Disturbing numbers of people said the press should not be allowed to endorse or criticize political candidates, should not be able to use hidden cameras for newsgathering, and should not be able to publish government secrets.

What Can We Do?

This is troubling news if you're a journalist. I would also like to think that it is troubling news if you are a member of the public.

What can we do about all of this? One thing we are doing at the Pew Center is trying to go beyond simply diagnosing the problem; we are actually coming up with some prescriptions for solutions. In truth, many journalists are more comfortable with diagnoses than prescriptions, but feedback from the research is so overwhelming that even hard-bitten editors are starting to say "enough." But before we can fix things, we have to figure out what we seek to be. What is our role in building community?

Older models of journalism, especially in community and regional newspapers, were often tagged as "lapdog" – under the control of publishers out to play civic booster and woo advertising dollars. "Attack dog" is the model that now frequently comes to mind in the aftermath of some of the coverage of the Clinton presidency and from visions of photojournalists hiding in the bushes of the Kennedy family compound following the death of John F. Kennedy. Then there's the "watchdog" model that journalists pay great lip service to. This is a role that is still valued by the community. But the public increasingly has misgivings about that role, and even journalists agree that the press is often doing more than simply covering stories – they are

often driving controversies, especially in looking at the personal and ethical behavior of public figures.

Some of the latest research shows that the press values its watchdog role more than the public does. Only 10 percent of the news media believe that press criticism of political leaders keeps these officials from doing their jobs – but 31 percent of the public believes that it interferes with leaders doing their jobs.

Today some new models are being tested. One is that of “guide dog.” Can there be a journalism that not only gives the people news and information but also helps them do their jobs as citizens? That doesn’t just deliver the civic freak show of the day, but actually challenges people to get involved, get engaged, and take ownership of problems? That doesn’t position them as spectators, but as participants?

This is where civic journalism has fostered numerous experiments. Civic journalism does not advocate abandoning the watchdog role, but rather adding further responsibilities to it.

Vocabulary:

<i>inaccurate</i>	неправильный, ошибочный, неточный
<i>arrogant</i>	заносчивый, высокомерный, самонадеянный, надменный
<i>esteem</i>	почтение, уважение
<i>overwhelming</i>	огромный, несметный, чрезвычайный
<i>hard-bitten</i>	стойкий, упорный, настойчивый, упрямый
<i>compound</i>	строение, структура, целостное образование
<i>freak show</i>	каприз, причуда, чудачество
<i>abandoning</i>	оставлять, самовольно уходить, покидать
<i>resentment</i>	негодование, возмущение
<i>flat</i>	плоский, ровный, горизонтальный
<i>lapdog</i>	комнатная собачка
<i>tagged</i>	обрывок, ярлык, этикетка
<i>booster</i>	помощник, горячий сторонник
<i>woo</i>	ухаживать, свататься
<i>freak</i>	каприз, чудачество, причуда, причудливый

Activities:

Ex. 1 Match the words with their definitions:

- | | |
|----------------|---|
| 1. viewer | a) a watchdog trained to attack on command; |
| 2. hidden | b) a period of time following a disastrous event; |
| 3. hard-bitten | c) a dog trained to guide the blind; |
| 4. lapdog | d) a person who watches television or movies; |
| 5. attack dog | e) impossible or nearly impossible to see; |
| 6. guide dog | f) to regard with respect; |
| 7. spectator | g) the act of looking or seeing or observing; |
| 8. survey | k) someone who looks at something; |
| 9. aftermath | l) a dog small and tame enough to be held in the lap; |
| 10. esteem | m) tough and callous by virtue of experience. |

Ex. 2 Check your memory for:

Не так давно были времена, когда журналисты не сомневались, что они делают свою работу хорошо; читатели согласны с тем, что журналисты играют важную роль в нашем демократическом обществе; многие полагают, что журналисты не должны использовать жучки для получения какой либо информации; часто старая модель журналистики сравнивается с карманной собачкой; «guide dog» журналисты, которые не просто передают новости читателям, но и дают определенные советы, как поступать в той или иной ситуации.

Ex. 3 Find the synonyms of the following words:

- | | |
|---------------|------------------|
| 1. newspaper | a) answering |
| 2. journalist | b) guard dog |
| 3. viewer | c) fourth estate |
| 4. respondent | d) witness |
| 5. watchdog | e) diarist |
| 6. press | f) subscriber |
| 7. reader | g) tabloid |

Ex. 4 Remember the situations where the following sentences were used:

1. It's no longer enough for journalists themselves to think they are doing a good job;
2. Journalism plays an essential role in our democratic society;
3. This is troubling news if you're a journalist. I would also like to think that it is troubling news if you are a member of the public;
4. The press values its watchdog role more than the public does.

Chapter II. A SENSE OF THE NEWS

Radio News

News is like salted nuts. The more you inform,
the more people want you to inform.

- *Richard Wald.*

Above all, radio is the medium best for following a story as it develops. Frequently listeners make decisions based on fresh information. A driver hears that an accident is blocking the road she intends to travel, so she steers an alternate route. Another hears of a school closing, so her child's muffler and cap go back on the hall closet peg and the peanut butter sandwich goes into the refrigerator.

Occasionally these reports can have life-or-death consequences. The report of an accidental release of poisonous gas alerts people to evacuate the area. Reporters take care to describe the routes for the evacuees to follow, and where to go for food and shelter. Blizzards, hurricanes and floods send people to their radios for a voice of guidance.

The better news operations are likely to benefit from listeners' news tips and queries. A man who heard an explosion near his home called a radio station with a good news service to ask, "What was that big explosion I just heard?" A reporter put him on hold while he dialed the police, who received the call just as they learned about an explosion at an asphalt company. The reporter got a lead and the man who phoned got the answer to his question. The reporter developed the news lead by consulting a cross-listed city directory to locate a company next door to the asphalt company. Within minutes he had an eyewitness account of the explosion and fire.

Solid news operations pay off in many ways. The rich get richer. But be cautious. The citizen who telephones to report an accident she has just witnessed should be thanked, but her information must be checked. A well-intentioned caller may have the wrong information.

When the information proves correct about an accident on a main thoroughfare, the station can air an advisory to motorists to detour.

Vocabulary:

<i>an alternate</i>	запасный; дублирующий; дополнительный, запасной, резервный
<i>route</i>	дорога, путь; шоссе; магистраль
<i>muffler</i>	толстый, теплый шарф; теплое кашне
<i>accidental release</i>	случайный, непреднамеренный выброс (отходов)
<i>hurricane</i>	ураган; тропический циклон
<i>blizzards</i>	снежная буря, буран, ураган
<i>solid</i>	твердый, компактный, сжатый
<i>query</i>	вопрос, сомнение
<i>thoroughfare</i>	оживленная улица; главная артерия (города), главная дорога
<i>an advisory</i>	информационное сообщение, сводка, предупреждение об опасности
<i>steer</i>	править рулем, управлять, подсказка, совет
<i>peanut</i>	арахис, земляной орех
<i>shelter</i>	приют, кров, убежище, убежище
<i>witnessed</i>	очевидец, свидетель
<i>detour</i>	окольный путь, объезд

Activities:

Ex. 1 Give the English equivalents for the following phrases:

Свежая информация; запасной маршрут; жизненно-важные решения; радио, как голос наставления (управления); новостные подсказки; держать в неизвестности; перечень чего-либо; сжатые новости; случайный выбор; богачам все сливки; человек, действующий из лучших побуждений; главная дорога; сообщение в прямом эфире.

Ex. 2 Match the words:

- | | |
|---------------|--|
| a) Query | 1. person who was present at an event and can describe what happened |
| b) Eyewitness | 2. keeping it's shape |
| c) Solid | 3. giving advice |

- | | |
|----------------|---|
| d) Cautious | 4. person who gather news for newspaper, radio and television |
| e) An advisory | 5. question, one raising doubt |
| f) Reporter | 6. showing care |

Ex. 3 Explain following phrases in your own words:

fresh information; life-or-death consequences; radios for a voice of guidance; news tips and queries; a reporter put him on hold; solid news; the rich get richer; main thoroughfare; he station can air an advisory.

Ex. 4 Find the synonyms of the following words:

- | | | | |
|-----------------|------------------|------------------|----------------|
| a) Advisory - | 1. obligatory | e) report - | 1. statement |
| | 2. binding | | 2. application |
| | 3. warning | | 3. petition |
| | 4. prescriptive | | 4. account |
| b) eyewitness - | 1. spectator | f) information - | 1. new |
| | 2. attester | | 2. peep |
| | 3. observer | | 3. hearing |
| | 4. peep | | 4. buzz |
| c) radio - | 1. broadcasting | g) media - | 1. sonant |
| | 2. radiocasting | | 2. treatment |
| | 3. cable casting | | 3. relief |
| | 4. music circuit | | 4. crack |
| d) query - | 1. answer | | |
| | 2. problem | | |
| | 3. subject | | |
| | 4. foundation | | |

Tape Recording

With good, inexpensive reel-to-reel and cassette tape recorders now on the market, all radio newsrooms should have at least one portable tape recorder. A cassette will do if it can be patched into a studio tape recorder and is adapted to take a broadcast microphone. A reel-to-reel tape recorder permits the newsman to edit the original tape. Several types of audio tape splices can be bought. Simplest is the splicing bar, used with a single-edge razor blade. Sliding a forefinger along the groove holds the tape in place. Each end of the tape is cut at the angled cross groove (to avoid a “pop”) the excess tape falls away, and a bit of splicing tape bonds the two ends firmly. Steel and plastic splicing bars are available for just a few dollars.

A popping sound or any other unwanted noise can be eliminated by splicing or by replaying that segment of tape with the record button down, the volume pot down, and the feed and take up reels guided by hand past the recording head. A little practice is advisable before trying it on a cut meant for a newscast. A third way to eliminate unwanted sound is to put a magnet on the tape. Again, practice first.

Steps are saved – to say nothing of valuable seconds – if a tape recorder in the newsroom can be patched directly over the air. Regular newscasts need not come from the newsroom, but bulletins should. Many stations edit on reel-to-reel tape. The edited cut is dubbed to a cartridge. A master control room with many cart machines can play a number of news cuts without having to thread new reels of tape.

Vocabulary:

<i>reel-to-reel</i>	катушечный (о магнитофоне)
<i>patched</i>	с заплатами, залатанный, сделанный из лоскутов
<i>single-edge</i>	однолезвийный
<i>razor blade</i>	лезвие бритвы
<i>excess</i>	чрезмерность, неумеренность, невоздержанность
<i>splicing bar</i>	соединение внахлест; сращивание, монтаж фильма
<i>advisable</i>	достойный быть рекомендованным, целесообразный, разумный
<i>to thread</i>	вплетать, переплетать; перебирать
<i>splice</i>	сращивать

<i>groove</i>	возможность максимального использования
	возможностей стереосистемы
<i>reel</i>	катушка, шпулька, барабан

Activities:

Ex. 1 Insert the words from the box into the appropriate spaces and define them:

	Microphone (n)	Button (n)	
Dub in (v)	Newsroom (v)	News (n)	
To take up (v)	Bulletins (n)	Eliminate (v)	Tape (v)

- She reached for the remote control and pressed the “play” _____;
- When the film had been _____, he decided to clothe the _____ and go at home;
- All sarcastic expressions have probably been _____ from her bulletin about government;
- _____ change sound waves into variations of an electric current.
- We heard that item on the late _____ on the radio.
- The music was _____ afterwards, when he finished patched into a studio tape recorder;
- The _____ that our teacher was leaving made us sad;
- He _____ three copies of this note to instrument boxes.

Ex. 2 Find the suitable endings for the words in the first column and define them:

In	phone
News	down
Broad	away
Micro	able
Fall	over
Avail	expensive

Un	cast
Pot	wanted
Take	up
Patch	room

Ex. 3 Look at these words. Are they used in the text as nouns or verbs? Use them in the sentences of your own:

Permit	Thread	Segment	Reel
Bond	Tape	Button	Guide
Patch	Dub	Groove	Razor

Ex. 4 Match the definition in the list (b) with the correct word in the list (a):

A)	B)
1. Cassette	a – a short statement of news;
2. Button	b – a part of newspaper office or radio station where news is prepared for publication or broadcasting;
3. Bulletin	c – radio program devoted to current events and news bulletins;
4. Newsroom	d – a cartridge of videotape to play on a home television set;
5. Newsmen	e – a knob or disk pushed or turned to cause something to work;
6. Newscast	f – a person, who sells or delivers newspapers and magazine.

Audio News Services

Audio news services enable radio stations to offer their listeners much more than local actualities plus a reading of wire news. APR, the Associated Press Radio network, and UPI Audio each feed hundreds of clients a stream of complete newscasts, sportscasts, stock market updates, agricultural reports, features and actualities over permanently open telephone lines, plus sound signals that switch a tape recorder at each radio station on and off. At this writing, AP, UPI and

Mutual are moving to satellite transmission of their audio networks, which improves the quality of sound considerably and eliminates the chance of signal failure from land lines that are subject to going down in storms or being torn up by a farmer's plow. To alert radio news directors, the AP and UPI broadcast wires carry billboards of what is being fed. National Public Radio now uses satellite transmission.

ABC, CBS, NBC, Mutual and some station groups supply their affiliates with a steady flow of national newscasts and actualities. Several smaller organizations and branches of the U.S. government also offer audio feeds. Many are in specialized subject areas, such as finance or religion. Some are free services.

The Wall Street Journal and the Christian Science Monitor installed special news wires at radio stations in exchange for a schedule of commercials. Many agricultural radio stations have a wire from the Commodity News Service in Kansas City.

By 1980, 21 state radio networks were serving stations a mix of state news, sports and weather, plus farm and market reports. Feeds come not only from the network office but from stations up and down the line with something to offer. A typical service, the Missouri network, daily feeds more than 70 stations a news service that includes thirteen state newscasts, three sportscasts, three actualities, two features on Missouri history, and hourly UPI audio newscasts, national sports reports and stock market reports. In addition, the Missouri Network covers college and professional football and basketball games.

Branches of government, politicians, and some private business firms mail audio tape handouts. Some of these spots are quite good and can be edited to make them both better and less commercial.

A number of special radio networks exist in the United States independent of outside business interests. Several stations band together to exchange voice reports, actualities, or live programming. The stations may belong to the same owner, they may be in the same state or region, or they may have a community of interests and be commercially run, like the sizable Black Network, or non-commercial, like a network of college radio stations. For a little extra trouble and expense, the radio station belonging to a regional network extends its reach quite a bit.

Radio newsmen feeding a spot to a network sometimes forget to stop. Radio news consultant Jerry Graham: “There is a tendency to have actualities just for the sake of actualities and to let them run too long. Tight editing is needed. Secondly, reporters in the field have to refine their techniques. They should get to the heart of the story in the first few seconds of their reports, so that the stations that cannot carry a full segment won’t lose the important element of a story that may be at the tail end and be cut out.”

Voice inserts (called “voices” or “beepers” even when there is no beep) should be short. Sometimes 30 seconds is too long. Usually it is ample. Not many beepers should be allowed to run as long as 60 seconds. Length, however, depends on substance.

Get live or taped voices from: a witness to a breaking news event, including those involved, like the bank teller who was just held up and the runner who just won the race and hasn’t quite caught his breath; the people who will be affected by a decision, like the homeowner whose taxes are about to rise or the president of the company that won the contract; the important citizen who says surprising things and the important citizen who is miffed at what the other important citizen just said, even if he hadn’t heard about it until you called him.

Vocabulary:

<i>permanently</i>	надолго, постоянно
<i>failure</i>	неспособность, несостоятельность
<i>affiliate</i>	филиал, отделение, компаньон
<i>handout</i>	пресс-релиз; текст заявления для печати
<i>ample</i>	богатый, изобильный, обильный
<i>to refine</i>	очищать (от примесей), рафинировать; повышать качество, облагораживать
<i>beeper</i>	пейджер
<i>inserts</i>	вставка, вкладыш; наклейка
<i>stock</i>	запас, снабжать, поставлять
<i>switch</i>	выключать, переключать
<i>wire</i>	провода, связывать, скреплять
<i>extend</i>	простирается, тянуться
<i>race</i>	гонка, скачка, соревнования

Activities:

Ex. 1 Rearrange the italics into the proper sentence:

1. Land lines are subject *to exchange* down in storms or being torn up by a farmer's plow;
2. The radio station *spot to* a regional network extends its reach quite a bit;
3. Reporters in the field have *to make* their techniques;
4. Some of these spots can be edited *to refine* them both better and less commercial;
5. AP, UPI and Mutual are moving *to run* transmission of their audio networks;
6. Several stations band together *to going* voice reports, actualities, or live programming;
7. Radio newsmen feeding a *belonging to* a network sometimes forget to stop;
8. Not many beepers should be allowed *to satellite* as long as 60 seconds.

Ex. 2 Rearrange the sentences making necessary changes:

1. Tight editing \ need. Secondly, reporters in the field have to refine their Techniques;
2. Not many beepers should \ allowed to run as long as 60 seconds;
3. Several station\ band together to exchange voice reports, actualities, or live Programming;
4. Feeds \came not only from the network office but from stations up and down the line with something to offer;
5. National Public Radio now use\ satellite transmission;
6. Many agricultural radio station\ has a wire from the Commodity News Service in Kansas City.

Ex. 3 Find the right synonyms for the following words:

- a. News hut or, sneer, prove, advices.
- b. Miff tiff, reach, taunt, assailant.
- c. Newscast radio commentator, announcer, dwell, purge.
- d. Extend huff, forward, vindicate, stretch.

- e. Wire intelligence, conductor, corroborate, shorten.
- f. Farm tidings, confirm, reside, hamlet.
- g. Satellite sputnik, information, verify, sojourn.

Ex. 4 Find the right definition for the following phrases:

1. Billboard - a) cause, account, interest; advertisements or post notices;
2. Handout - b) the passing through space of radio or television waves from a transmitting station to a receiving station or stations;
3. Sizable - c) signboard, usually out door, on which to display
4. Sake - d) fairly large or suitable or convenient size;
5. Substance - e) a news story or piece of publicity issued to the press
6. by a business organization, government agency;
7. Transmission - f) the real, main or important part of anything; essence.

Newscaster

The newscaster, or anchor (“anchorman,” “anchorwoman”), has the most desirable job in the news department. He is paid more than others, sometimes disproportionately more. To everyone in and out of the station operation the newscaster is the person most closely linked with the newscast even though others spend more time in its preparation.

The newscaster is the representative of the station and the news department. Accompanying the glamour is a measure of insecurity. If audience ratings fall, the newscaster may be the first to go. He feels not only the competition of other newscasters but the hot breath of reporters on his station who want the job.

On some stations the newscaster is also the news director and is the most experienced journalist on the staff. He may go out daily to cover stories. On other stations he is an announcer who was appointed by virtue of his stage presence, his authoritative voice, his delivery or his looks. If he does not immerse himself in the day-to-day news

operation but merely contents himself with picking up a finished script, other news staffers scornfully label him “a news reader.”

There are several important instructions for the newscaster: 1) speaking clearly; 2) imparting the sense of the news; 3) convincing viewers that he knows what he is talking about; 4) keeping the newscast moving smoothly; 5) maintaining contact with his audience.

To present information clearly, the newscaster must speak in an understandable manner, enunciating so he does not slur word endings. He may discover unfamiliar words or names. He also comes across tortuous sentence structures.

The newscaster takes his script to a quiet corner and reads it aloud to himself, getting a feel of words, phrases, meaning, and a rhythm pattern. He may pencil slash marks at places he will pause for breath and he underlines words he will emphasize. Here and there he edits words and phrases, eliminating those he considers unnecessary to the meaning and changing others to permit a smoother reading.

The pronunciation of unfamiliar names and places should not be guessed. Nothing is more likely to irritate a viewer or make him think the newscaster is a rube as much as the mispronunciation of the viewer’s home town or the city in Italy where the viewer’s grandfather was born. Admittedly, a mispronunciation is not the worst of offenses.

Activities:

Ex. 1 Match sentences 1 – 6 with second sentences A – F.

1. The newscaster, or anchor (“anchorman,” “anchorwoman”), has the most desirable job in the news department.
2. The newscaster is the representative of the station and the news department.
3. On other stations he is an announcer who was appointed by virtue of his stage presence, his authoritative voice, his delivery or his looks.
4. To present information clearly, the newscaster must speak in an understandable manner, enunciating so he does not slur word endings.

5. The newscaster takes his script to a quiet corner and reads it aloud to himself, getting a feel of words, phrases, meaning, and a rhythm pattern.
 6. The pronunciation of unfamiliar names and places should not be guessed at.
- A. He may discover unfamiliar words or names.
 - B. On some stations the newscaster is also the news director and is the most experienced journalist on the staff.
 - C. Accompanying the glamour is a measure of insecurity.
 - D. He is paid more than others, sometimes disproportionately more.
 - E. He may pencil slash marks at places he will pause for breath and he underlines words he will emphasize.
 - F. Nothing is more likely to irritate a viewer or make him think the newscaster is a rube as much as the mispronunciation of the viewer's home town or the city in Italy where the viewer's grandfather was born.

Ex. 2 Complete these sentences with appropriate words from a, b or c.

1. The newscaster is the ... of the station and the news department.
a) image b) face c) representative
2. The newscaster must present information ..., in an understandable manner.
a) quickly b) clearly c) expressively
3. Newscaster ... words and phrases, eliminating those he considers unnecessary to the meaning and changing others to permit a smoother reading.
a) edits b) corrects c) clarifies
4. The newscaster takes his ... to a quiet corner and reads it aloud to himself, getting a feel of words, phrases, meaning, and a rhythm pattern.
a) speech b) script c) performance
5. The pronunciation of unfamiliar names and places should
a) be guessed b) expressive c) not be guessed

Ex. 3 Role play. Discuss the following situations in groups. Suggest your own solution to the problem:

Imagine that you are a correspondent, working at a work department. The newscaster is ill today. So you have to perform his duties. Make up your speech!

Ex. 4 The sentences in the paragraphs of the following text are mixed. Put them in order.

1. a) To present information clearly, the newscaster must speak in an under-standable manner, enunciating so he does not slur word endings. **b)** He also comes across tortuous sentence structures. **c)** He may discover unfamiliar words or names.

2. a) The newscaster is the representative of the station and the news department. **b)** The newscaster, or anchor (“anchorman”, “anchorwoman”), has the most desirable job in the news department. **c)** He is paid more than others, sometimes disproportionately more. **d)** Accompanying the glamour is a measure of insecurity.

3. There are several important instructions for the newscaster:

a) keeping the newscast moving smoothly; **b)** imparting the sense of the news; **c)** convincing viewers that he knows what he is talking about; **d)** speaking clearly; **e)** maintaining contact with his audience.

A Sense of the News

An intelligent newscaster makes hack writing sound intelligent. A news reader who could not care less makes intelligent writing sound glib and just plain awful. On the air his attitude, reflected in his voice and expression, will indicate his understanding of the news.

Psychologist Israel W. Charny thinks newscasters and reporters should go considerably further than a grim expression and a serious voice to present somber views. He feels that objective reporting of violence says in effect, “Well, folks, it’s happened before, it’s still happening, and there’s nothing we can do about it.” He said newscasters should develop “a more human language” to get across their feeling of sadness over loss of human life, anger over the wastefulness

of violence, and a feeling of hope that man can live peacefully. A story would not begin, “Three persons died today when...” but instead, “A sad accident today claimed the lives of...” The author knows of no newscasters who report news this way. Among the objections to this kind of reporting would be its abrogation of objectivity and its maudlin tone. Also, few accidents are not sad and tragedies are always terrible.

To convince viewers he knows what he is talking about, the anchor must, of course, keep abreast of current events. He must also know how to pronounce the words and names he uses, including foreign words. As a rule, a foreign term or name should be pronounced accurately, but with an American accent; that is, the stresses should be on the right syllables and the pronunciation of the vowels should resemble the pronunciation a native speaker would give them, but the newscaster should not try to imitate a Frenchman or a Russian or a Spaniard when he refers to their cities or native dishes. A newscaster or reporter who is rattling along in Midwestern American, then suddenly purses his lips to form an umlaut, sounds as though he is trying to impress someone with his worldliness. He sounds phony. Best bet: a slightly Americanized version of the original.

A smooth newscast requires mental agility when fluffs occur — and they occur in the best rehearsed newscasts. The newscaster fluffs a word, or the wrong tape or film comes up, or the remote switch does not come in, or the audio fails, or a splice breaks. The newscaster must decide on the spot whether to apologize or whether to ignore it, and if he apologizes, what to say. Usually, a short apology with the briefest explanation and no embarrassment is the best way to handle an error. At times a sense of humor helps. “I’m sorry. We seem to have lost our sound. We’ll try to rerun that later.”

Activities:

Ex. 1 Complete the following text with the words from the box.

human	somber	intelligent
keep abreast	to pronounce	accurately
to say	to apologize	to handle

1. An intelligent newscaster makes hack writing sound
 2. Psychologist Israel W. Charny thinks newscasters and reporters should go considerably further than a grim expression and a serious voice to present ... views. 3. He said newscasters should develop “a more ... language” to get across their feeling of sadness over loss of human life, anger over the wastefulness of violence, and a feeling of hope that man can live peacefully. 4. To convince viewers he knows what he is talking about, the anchor must, of course, ... of current events. 5. He must also know how ... the words and names he uses, including foreign words. 6. As a rule, a foreign term or name should be pronounced 7. The newscaster must decide on the spot whether ... or whether to ignore it, and if he apologizes, what 8. Usually, a short apology with the briefest explanation and no embarrassment is the best way ... an error.

Ex. 2 The sentences in the text below are divided into two parts. Make up the whole text combining the parts of the sentences.

A Sense of the News

<p>1. To convince viewers he knows what he is talking about 2. A news reader who could not care less 3. An intelligent newscaster 4. Psychologist Israel W. Charny thinks newscasters and reporters should 5. He said newscasters should develop “a more human language” 6. He must also know how to pronounce the words and names he uses 7. The newscaster must decide on the spot whether to apologize or whether to ignore it 8. A smooth newscast requires mental agility when fluffs occur</p>	<p>a). makes intelligent writing sound glib and just plain awful. b). makes hack writing sound intelligent. c). the anchor must, of course, keep abreast of current events. d). to get across their feeling of sadness over loss of human life, anger over the wastefulness of violence, and a feeling of hope that man can live peacefully. e). go considerably further than a grim expression and a serious voice to present somber views. f). including foreign words. g). – and they occur in the best rehearsed newscasts. h). and if he apologizes, what to say.</p>
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Contact with the audience

Maintaining contact with his audience is more than just staring at the lens or the TelePrompTer when the red light is on. Certainly a maximum amount of eye contact and a minimum amount of nose-in-script helps in television. (When reading a direct quotation, the reporter should be looking at his script.) Beyond this, the newscaster must realize he is talking to one person somewhere on the other side of that lens. Like the writer, the newscaster should imagine an audience he can visualize, one, two or three people at most who are letting him into their living room so he can tell them what's been going on today that will interest them and may be important to them. The best newscasters have an instinct about this. They go through that lens. They talk to you.

They also share with you an interest in visual coverage. Notice how often a newscaster will introduce a tape or film, then will settle back and turn his head slightly to look at a camera monitor located beside his desk or recessed into it. After the story ends the camera may catch him still staring at the monitor. An instant passes and then he looks up and continues with the newscast. All quite natural. The newscaster and you at home have shared the experience of viewing that event.

Activities:

Ex. 1 Match sentences 1 – 5 with v second sentence A – E.

1. Maintaining contact with his audience is more than just staring at the lens or the TelePrompTer when the red light is on.
 2. The newscaster must realize he is talking to one person somewhere on the other side of that lens.
 3. They go through that lens.
 4. After the story ends the camera may catch him still staring at the monitor.
 5. All quite natural.
-
- A. Like the writer, the newscaster should imagine an audience he can visualize, one, two or three people at most who are letting him

into their living room so he can tell them what's been going on today that will interest them and may be important to them.

- B. An instant passes and then he looks up and continues with the newscast.
- C. Certainly a maximum amount of eye contact and a minimum amount of nose-in-script helps in television
- D. They talk to you.
- E. The newscaster and you at home have shared the experience of viewing that event.

Ex. 2 Complete these sentences with appropriate words from a, b or c.

- 1. Certainly a maximum amount of eye ... and a minimum amount of nose-in script helps in television.
a) interaction b) contact c) assistance
- 2. Like the writer, the newscaster should imagine an audience he can ..., one, two or three people at most who are letting him into their living room so he can tell them what's been going on today that will interest them and may be important to them.
a) visualize b) touch c) taste
- 3. They also share with you ... in visual coverage.
a) problems b) interest c) thoughts
- 4. The newscaster and you at home have ... the experience of viewing that event.
a) discussed b) mastered c) shared.

Chapter III. ADVERTISING

Advertising

The many kinds of advertising media enable advertisers to reach people almost everywhere. While relaxing at home, shopping at a supermarket, traveling to and from work, or enjoying leisure activities, people come into contact with a large number of advertisements.

Advertising is a message designed to promote a product, a service, or an idea. In everyday life, people come into contact with many kinds of advertising. Printed advertisements make up a large part of newspapers and magazines. Poster ads appear in many buses, subways and trains. Neon signs along downtown streets flash advertisements. Billboards dot the road sides. Commercials interrupt TV and radio programs.

The purpose of most advertising is to sell products or services. Manufacturers advertise to try to persuade people to buy their products. Large business firms also use advertising to create a favorable “image” of their company. They want the company name to be known and respected for the products the firm makes or the services it provides. Local businesses use advertising to gain new customers and increase sales. Advertising plays a major role in the competition among businesses for the consumer’s dollar. It is the cheapest and fastest way to inform large numbers of people about products or services for sale and to persuade them to buy. In many businesses, the volume of sales depends largely on the amount of advertising done.

Advertising is also used by individuals, political parties and candidates, social organizations, special – interest groups and the government. Many people advertise in newspapers to sell used cars, homes, or other property. Political parties and candidates use advertising to try to win votes. Social organizations and special – interest groups often advertise to promote a cause or influence the way people think or act. Some of their advertisements provide a public service.

Vocabulary:

<i>advertising</i>	реклама
<i>commercial interrupt</i>	коммерческая пауза (реклама на телевидение или радио)
<i>advertisement</i>	рекламное объявление
<i>printed advertisement</i>	реклама встречающаяся на страницах газет, журналов и т.д.
<i>poster advertisement</i>	рекламный постер
<i>billboard</i>	рекламный щит
<i>street flash advertisements</i>	уличные рекламные щиты с подсветкой
<i>manufacturers advertise to persuade sb to do smth</i>	производители рекламы убеждать (убедить) или уговаривать (уговорить) кого-нибудь;
<i>to persuade sb of / that</i>	убеждать (убедить) кого-нибудь в / что
<i>increase sales</i>	увеличивать продажи
<i>promote</i>	рекламировать; содействовать; продвигать
<i>gain</i>	увеличение; прибыль
<i>enable</i>	способствовать
<i>to enable sb to do smth</i>	конкуренция; соревнование;
<i>competition</i>	соперничество
<i>to be in competition with</i>	давать возможность кому-нибудь конкурировать с

Activities:

Ex. 1 Complete the sentences.

1. Advertising is
2. The main purpose of most advertising is
3. Advertising is a way to
4. Advertising is also used by

Ex. 2 Give the synonyms for these words and use them properly in the sentences below.

- a. Competition **1)** The ... from work for women has risen from \$57
- b. Advertise to \$89 per week.
- c. Gain **2)** More often, ... make up the most part of newspapers.
- d. Persuade **3)** ... goods are drawn into ... among themselves.
- e. Advertisement **4)** We ... him to take part in development of advertising.

Ex. 3 Complete these sentences with appropriate verbs from the text.

1. Advertising is a message designed ... a product, a service, or an idea.
2. The purpose of most advertising is ... products or services.
3. Manufacturers advertise to try ... people to buy their products.
4. Large business firms use advertising ... a favorable “image” of their company.
5. Advertising is the cheapest and fastest way ... large numbers of people about product or services for sale and to persuade them
6. Many people ... in newspapers to sell used cars, homes, or other property.
7. Political parties and candidates use advertising to try ... votes.
8. Some of their advertisements ... a public service.

Ex. 4 What do you think about advertising? Discuss this topic with a partner.

Advertising in the United States

Ex. 1 Complete the text with the words from the box.

	raise		promote	
limit		widespread		spent
	value		costs	
shape		multibillion dollar industry		
	encourage		enormous	
newspapers		magazines		restricted

Advertising is a ... in the United States. About \$ 125 billion – an average of about \$ 500 per person – is spent on advertising each year. This amount represents about 2 per cent of the U.S. gross national product (GNP) – that is, the ... of all goods and services produced yearly. More money ... on advertising in the United States than is spent in any other country. Advertising pays all is ... of the nation’s commercial television and radio broadcasting. It also pays about two – thirds of the costs of ... and

Because advertising is so ... in the United States, it has ... influence on American life. Advertising ... Americans to eat certain foods, wear certain clothes, and use certain household products. It ... the use of work saving appliances and then suggests ways to enjoy the resulting leisure time. In doing all these things, advertising helps ... American tastes, habits and attitudes. In promoting the sale of many kinds of goods, advertising also helps ... the standard of living.

Advertising is common in almost all countries. In many countries however, the use of advertising is more ... than it is in the United States. In most of the countries of Western Europe, for example, the governments ... the amount of advertising that appears on television. In addition, these governments make greater use of advertising for social, political and educational purposes.

Ex. 2 Consider the following questions.

- Why advertising is more widespread in America, than in other countries?
- Why the use of advertising in many countries is more restricted than it is in the US?

Ways of advertising

Advertising reaches people through various forms of mass communication. These media include newspapers, magazines, television and radio. Advertisers buy space in newspapers and magazines to publish their advertisements. They buy time on television and radio to broadcast their commercials. National advertisers, such as airlines, automobile makers, and food companies use the media to reach consumers throughout large parts of the country or all of it. Local advertisers, such as department stores, supermarkets and restaurants use the media to reach consumers within a city or town.

Newspapers, on the average, devote about 60 per cent of their space to advertising. National advertisers use newspapers when they want to concentrate their sales efforts in particular regions of the country. Newspapers offer advertisers several advantages over other media. Most adults read a daily newspaper and many of them

specifically check the ads for information about products, services or special sales.

Television is the chief medium used by national advertisers. The 100 largest advertisers spend an average of 65 per cent of their advertising budgets—not including direct mail and sales promotion – on television. A main advantage of television to advertisers is that it brings sight, sound, and action directly to consumers in their homes. Advertisers can explain and demonstrate their products to viewers who are enjoying a TV program and cannot easily avoid the commercials. In addition, television reaches a vast, nationwide audience. The majority of TV commercials consist of short spot announcements, most of which last 30 seconds. The commercials are usually run in groups of three to six. Television networks and stations generally limit commercial time to about 10 minutes per hour during print time and 16 minutes per hour during most other broad cast times. Prime time refers to the evening hours, when TV programs draw the largest audience.

Direct mail includes leaflets, brochures, catalogs, and other printed advertisements that are delivered by postal service. Mail-order firms, which sell largely through the mail, are the main users of direct-mail advertising. Direct-mail advertising costs more per person reached than do other ways of advertising. In addition, advertisers can choose from many different sizes and forms of advertisements. Some products or services are too complicated to be explained in any other medium.

Radio. Local advertisers place about 70 per cent of the advertising on radio stations. One advantage of advertising on radio is that people can listen to programs while doing other things. Another advantage is that radio audiences, in general, are more highly selected by the type of programming than are television audiences. By selecting the station, advertisers can reach the people most likely to buy their products. Radio commercials include direct sales announcements, dramatized stories, and songs. The majority of commercials last from 30 to 60 seconds. In general, radio stations have more commercial time per hour than television stations. Thus, a major drawback of radio is that listeners often hear so many commercials that it is difficult for any one advertisement to make an impression.

Magazines. Most magazines have a nationwide circulation and so are used chiefly by national advertisers. Magazines have a number of advantages over newspapers as an advertising medium. They are usually read in leisurely manner and are often kept for weeks or months before being discarded. Another advantage of magazines is that they offer better printing and color reproduction than newspapers do. Advertisers can thus show off their products to greater advantage in magazines. Advertisers can choose from a wide variety of magazines, which are prepared for the certain audience.

Outdoor signs. Most of the advertising on outdoor signs is placed by national advertisers. One of the main advantages of outdoor signs is that people pass by the signs repeatedly. In addition, large, colorful signs easily attract attention. However, the ads on outdoor signs must be short and simple because most passers-by see 2 sign for only a few seconds. The main kinds of outdoor signs are posters, painted bulletins, and electric spectaculars.

Vocabulary:

<i>direct mail</i>	поставка по почте
<i>outdoor signs</i>	наружная реклама
<i>merchandise</i>	товары
<i>to place advertisements</i>	помещать рекламные объявления
<i>videotape</i>	видеозапись
<i>spot announcements</i> = <i>commercial</i>	рекламная пауза
<i>leaflet</i>	листовка
<i>brochure</i>	брошюра
<i>circulation</i>	тираж

Activities:

Ex. 1 Match the two halves to make complete sentences:

1. A main advantage of television to advertisers is that
2. The effectiveness of advertising by direct mail depends mainly on
3. One more advantage of magazines is that
4. Daily newspapers can offer the advantage

5. National advertisers use newspapers when they want
6. The majority of TV commercials consist of
7. Prime time refers to the
8. One advantage of advertising on radio is that
9. By selecting the station, advertisers can reach the people
10. Large, colorful signs
 - a. the quality of the mailing list.
 - b. of timeliness.
 - c. it brings sight, sound and action directly to consumers in their homes.
 - d. they offer better printing and color reproduction than newspapers.
 - e. to concentrate their sales efforts in particular regions of the country.
 - f. evening hours, when TV programs draw the largest audience.
 - g. people can listen to programs while doing other things.
 - h. short spot announcements, most of which last 30 seconds.
 - i. most likely to buy their products.
 - j. easily attract attention.

Ex. 2 Do you agree or disagree with each of the statements below? Compare your answers with your friends. Prove your opinion.

- Advertising reaches people through various forms of mass communication.
- A main advantage of magazine to advertisers is that it brings sight, sound, and action directly to consumers in their homes.
- One advantage of advertising on TV is that people can listen to programs while doing other things.
- The main kinds of outdoor signs are posters, painted bulletins, and electric spectaculars.
- By selecting the station, advertisers can reach the people most likely to buy their products.
- Newspapers are usually read in leisurely manner and are often kept for weeks or months before being discarded.

Ex. 3 Match the following headlines with the sections of the text.

Ways of advertising

Headlines	Sections of the text
1) Newspapers	<p>A) Most of ... have a nationwide circulation and so are used chiefly by national advertisers. ... have a number of advantages over newspapers as an advertising medium. ... are usually read in leisurely manner and are often kept for weeks or months before being discarded. Another advantage of ... is that they offer better printing and color reproduction than newspapers do. Advertisers can thus show off their products to greater advantage in magazines. Advertisers can choose from a wide variety of..., which are prepared for the certain audience.</p>
2) Television	<p>B) on the average, devote about 60 per cent of their space to advertising. National advertisers use ... when they want to concentrate their sales efforts in particular regions of the country. ... offer advertisers several advantages over other media. Most adults read a daily ... and many of them specifically check the ads for information about products, services or special sales.</p> <p>C) Most of the advertising on ... is placed by national advertisers. One of the main advantages of ... is that people pass by the signs repeatedly. In addition, large, colorful signs easily attract attention. However, the ads on ... must be short and simple because most passers-by see 2 sign for only a few seconds. The main kinds of ... are posters, painted bulletins, and electric spectaculars.</p>
3) Direct mail	<p>D) is the chief medium used by national advertisers. The 100 largest advertisers spend an average of 65 per cent of their advertising budgets—not including direct mail and sales promotion—on.... A main advantage of ... to advertisers is that it brings sight, sound, and action directly to consumers in their homes. Advertisers can explain and demonstrate their products to viewers who are enjoying a ... program and cannot easily avoid the commercials.</p>

Headlines	Sections of the text
<p>4) Radio</p> <p>5) Magazines</p> <p>6) Outdoor signs</p>	<p>In addition, ... reaches a vast, nationwide audience. The majority of ... commercials consist of short spot announcements, most of which last 30 seconds. The commercials are usually run in groups of three to six. ... networks and stations generally limit commercial time to about 10 minutes per hour during print time and 16 minutes per hour during most other broad cast times. Prime time refers to the evening hours, when ... programs draw the largest audience.</p> <p>E) includes leaflets, brochures, catalogs, and other printed advertisements that are delivered by postal service. Mail-order firms, which sell largely through the mail, are the main users of ... advertising. ... advertising costs more per person reached than do other ways of advertising. In addition, advertisers can choose from many different sizes and forms of advertisements. Some products or services are too complicated to be explained in any other medium.</p> <p>F) Local advertisers place about 70 per cent of the advertising on ... stations. One advantage of advertising on ... is that people can listen to programs while doing other things. Another advantage is that ... audiences, in general, are more highly selected by the type of programming than are television audiences. By selecting the station, advertisers can reach the people most likely to buy their products.</p> <p>... commercials include direct sales announcements, dramatized stories, and songs. The majority of commercials last 30 to 60 seconds. In general, ... stations have more commercial time per hour than television stations. Thus, a major drawback of ... is that listeners often hear so many commercials that it is difficult for any one ad to make an impression.</p>

Relevant information

1. The art of advertising

Nowadays market economy is widespread all over the world. Any company, working in this conditions face a lot of different questions such as arranging marketing system, arranging management system and so on. And the problem of advertising the product is practically at the top of this list. In different forms, in different words you should convince everybody that your product is the best. So when such a problem appeared, advertising was transformed into a science. It was a mixture of management, marketing and psychology. But the large amount of ads all around began to aggravate people. And then the science was developed into the art of advertising. It became creative.

2. Message strategies

It is not creative unless it sells. This is the stated philosophy of Benton&Bowles and the unwritten philosophy of most other major advertising agencies, and it should be everyone's guiding star in advertising. Creativity is essential, but for its own sake it is insufficient; it must be used to show the unique benefit of the product in a memorable way. The only way to find this out is through the philosophy that guides Benton&Bowles. They worked out the main formula of creativity: **It's not creative unless it sells.**

The message strategy part will be divided according to the following topics:

1. *The relevance of issues derived earlier from the situation analysis and objectives and positioning.* These issues are generally broken down to include the product, the consumer, and the competition. In this section the key issues are reviewed from the perspective of their relevance to message design.

2. *Legal constraints.* Many laws govern advertising. Most of them constrain the type and presentation of information in the message.

3. *Creativity.* This is an elusive concept most appropriately discussed as part of message strategy because it is here that the most visible creativity takes place in terms of the creation of the message.

4. *Broad and specific classes of message appeals and execution styles.* Appeals can be product oriented or consumer oriented and they tend to locate somewhere on a continuum of rationality and emotion.

5. *Copy and layout.* Copy deals with the verbal aspects of the message, layout deals with the *visual* aspects. It is in the areas of copy and layout that the creative translation of dry fact to interesting visual and verbal art takes place.

6. *Production.* After each message has been created and put on paper in rough form it must be produced in its appropriate medium. An understanding of production issues is necessary to help contain costs.

7. *Advertising research.* This research deals with the measurement of the message's impact and can take place at several levels ranging from a test of an early creative concept to a test of a finished commercial that is being shown on television.

The goal of the message strategy is to develop *a message or series of messages* that will be *informative and persuasive* in their *compelling presentation* or *relevant issues* to the *target audience*. This concept can be broken down so that its components can be examined.

- *A message or series of messages.* The message can be in print or broadcast media. There can be one message or a number of messages working together.
- *Compelling presentation.* In order for the informative and persuasive dimensions to have an impact, the message must be presented in a way that stops the consumer and holds attention. The world's best product will go unnoticed if it is not presented in an interesting way.
- *Relevant issues.* A compelling presentation is necessary to stop the consumer, but relevant issues are necessary to hold the consumer. *Relevant audience.* Target market is an issue throughout the development of the campaign.

Very important moment in creating the ad and especially in choosing the message is to clearly and correctly set the objectives. The objective has four components:

- Target market
- Task of advertising

- Time period within which to accomplish task
 - Amount of change to achieve within target
- Only the first two of these will be relevant to message objectives; time period and amount of change are more relevant for the media and promotions areas.

Vocabulary:

<i>to be widespread</i>	быть распространенным
<i>to convince</i>	убеждать
<i>for one's sake</i>	ради
<i>insufficient</i>	недостаточный
<i>to derive</i>	получать
<i>a constraint</i>	принуждение; оказывание давления
<i>a continuum</i>	череда
<i>dry fact</i>	факт
<i>a measurement</i>	измерение
<i>a dimension</i>	величина, размах
<i>a consumer</i>	покупатель
<i>to accomplish</i>	выполнять; достигать
<i>to aggravate</i>	усугублять; надоедать
<i>appeal</i>	призыв, обращение
<i>execution style</i>	способ подачи
<i>appropriate medium</i>	целевая аудитория
<i>target audience</i>	соответствующие СМИ
<i>measurement</i>	измерение
<i>impact</i>	воздействие
<i>relevance</i>	важность, значимость

Activities:

Ex. 1 Find in the text the English equivalents for:

убедительный показ; важный момент в создании рекламы; целевой рынок; задача рекламы; цель стратегии сообщений; производство; визуальное и вербальное творчество; информативная и убедительная реклама.

Ex. 2 Complete these words describing the quality of advert:

c _ _ _ e _ _ _ _ g

4) r _ l _ _ _ _ t

c _ _ a _ _ _ e

5) v _ _ _ a _

p _ _ _ u _ _ _ _ e

6) i _ _ _ e

Ex. 3 Choose the right version:

1) Relevance refers to:

- a) appropriateness
- b) opportunity
- c) affair
- d) oblivion

2) Commercial print consists of:

- a) paper and writings
- b) notes and photos
- c) articles and signatures
- d) copy and layout

3) What is the goal of message strategy?

- a) advertising research
- b) creativity
- c) message or series of messages
- d) production

4) What could hold consumer's attention?

- a) colorful poster
- b) compelling presentation
- c) bright headlines
- d) photos of "stars"

5) What will be relevant to message objectives?

- a) time period within which to accomplish task
- b) amount of change to achieve within target
- c) task of advertising
- d) target audience

Ex. 4 Explain the following keywords and make your own sentences with them:

- 1) image
- 2) objective
- 3) relevant
- 4) copy
- 5) compelling
- 6) layout
- 7) target market
- 8) goal
- 9) creativity
- 10) positioning

Ex. 5 Answer the questions:

1. What is the art of advertising?
2. How do you understand the main formula of creativity?

3. The message strategy part is divided into several topics. What is the main one from your point of view?
4. What is more important: the exact strategies and objectives or creativity?
5. What is the most successful advert?

Creativity

A nicely written defense of strategies was prepared by Howard Shank of Leo Burnett; as it appears below:

It seems to be in the nature of creative people to chafe at those little pieces of paper entitled “Creative Strategy.”

To watch a lot of creative people react, you’d think those documents were really headed: “Arsenic. Take full strength. Do not dilute.”

There is, to be sure, some reason for this revulsion. It is not unheard of for writers and art directors to be asked to execute something that should really be called an “*uncreative strategy*.”

The authors of these papers have been known to be neither creative nor strategic in their thinking and to mask a certified non-idea behind formularized words. If you execute such a non-idea, what you are bound to have is a non-compelling advertisement. No matter how cleverly you write and visualize.

It is not a jail for creative execution. Rather, if you’ve got a real creative strategy, it will inspire you to write and visualize at the height of your powers. It is not aimed at robots but at human beings with hearts and guts as well as brains. The last sentence is the crux of the matter.

The real creative strategy is the one that relates product to yearnings. It is a formula to life style.

If you can look at a thinner cigarette and see not only as a special cigarette for women but also as a symbol of equality for women, you can create real creative strategies.

If you can look at a bar of soap with pumice in it and see not only an efficient hand washer but also the solution to the problem of “Public Dirt,” you can create real creative strategies.

If you can look at a glass of chocolate milk and see it not as just a yummy thirst-quencher or a hunger fighter but as a cure to kid's whimsicalities, you can create real creative strategies. In all truth, the process that leads to real creative strategies is the process that leads to inventions. It involves the seeing of old facts in new relationships.

When you have a creative strategy problem on your plate, you are confronted by a need to know everything you can get your hands on. About the product itself, about competitive products, about the market: its habits, its attitudes, its demographics. It is about the advertising history of the category.

Creative strategy goes around in the world under several pseudonyms: basic concept, basic selling idea, and product positioning, basic selling proposition.

But whatever the name, the purpose of real creative strategizing is simple and vital: the invention of a big idea.

It was said earlier that *this kind of* creative strategy work is the highest form of creativity in advertising.

Advertiser believes it whole heartedly. I also believe wholeheartedly in the power of brilliant execution. What specialist knows in most of all is the synergism you create when you couple a big idea with brilliant words and pictures.

When you can do that regularly, you can't help getting rich and famous. Not to mention happy in your work. Responsibility for developing objectives and strategy lies at the agency, but before execution can be initiated there must be approval from the client. The statement of objectives and strategies should be complete but concise and should show justifications for decisions that emerge from the situation analysis.

Tightly defined strategies also give freedom to copywriters because they know that their work should be judged solely against these pre-existing guidelines. This direction should, therefore, be cherished. From another perspective, Norman Berry of Ogilvy & Mather says "There is nothing, in my view, so stupid, or so wasteful of time, talent and money, as to produce a whole lot of work saying one thing brilliantly, when in fact one should have been saying something else in the first place."

Some final thoughts about the message strategy

The statement of message tasks must cover four specific areas:

- Whom to sell
- What to sell
- Support of selling idea
- Tone of selling idea

Vocabulary:

<i>to dilute</i>	разбавлять
<i>a revulsion</i>	изменение, перелом
<i>a gut</i>	живот
<i>an equality</i>	равенство
<i>a pumice</i>	пемза
<i>a yummy thirst-quencher</i>	вкусный охлаждающий напиток от жажды
<i>a whimsicality</i>	причудливость; странность
<i>to emerge</i>	выходить; появляться
<i>to cherish</i>	ухаживать; относиться с заботой
<i>to inspire</i>	расточительный; неэкономный
<i>yearning</i>	сильное желание
<i>wasteful</i>	вдохновлять
<i>solution</i>	решение
<i>crux of the matter</i>	заключение в теме
<i>jail</i>	тюрьма, тюремное заключение
<i>certified</i>	подтвержденный
<i>to bound</i>	ограничивать, сдерживать
<i>pre-existing guideline</i>	предварительная установка

Activities:

Ex. 1 Match the following explanations with their definitions:

- | | |
|--|------------------------------|
| a. it must attract and hold the receiver | 1) acceptable message |
| b. it must arouse basic needs and suggest the way to satisfy them | 2) understandable commercial |
| c. it must suggest the solution that is compatible with the receiver | 3) attention getting advert |

- d. it must use symbols that are common to both the sender and the receiver 4) relevant message

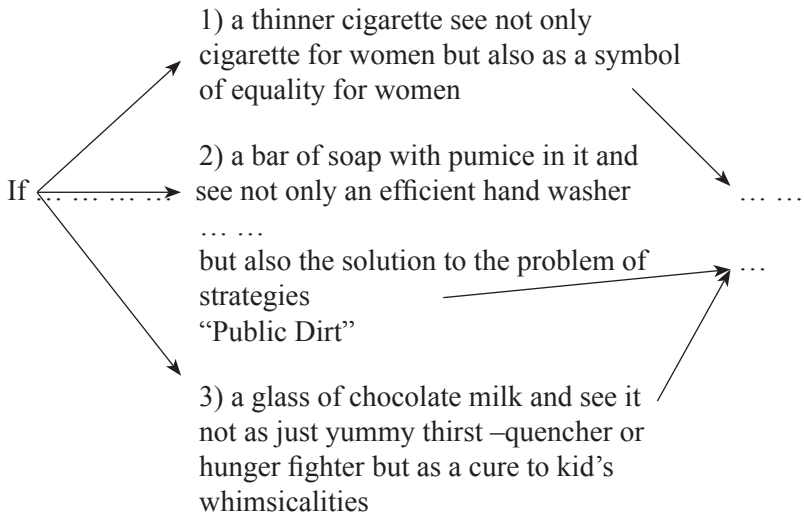
Ex. 2 Explain the following terms:

- 1) “uncreative strategy.” 2) “non-compelling message”

Ex. 3 Change direct speech to reported speech using past tense (said):

1. I would like to tell you what a real creative strategy is.
2. I also believe wholeheartedly in the power of brilliant execution.
3. When you can do that regularly, you can’t help getting rich and famous.
4. Describe the task in terms of the stage of the hierarchy of effects.
5. Norman Berry of Oglivy & Mather says “There is nothing, in my view, so stupid, or so wasteful of time, talent and money, as to produce a whole lot of work saying one thing brilliantly, when in fact one should have been saying something else in the first place.”

Ex. 4 Complete the gaps looking at the text. The same phrase is used in each sentence:



Ex. 5 Answer the questions:

1. What should creative strategies include?
2. What should your commercial be aimed to?
3. What should your advert be based on?
4. Who is responsible for the advertising strategy?

Questions to practice according to the whole topic "Message Strategies":

1. The numbers of effective advertising methods are described in the text. Could you add your own ones?
2. Suggest your own 5 adjectives, characterizing a powerful commercial.
3. What should you see in your product at first? Why?
4. Make your own spot using the information above.
5. Present your own product to audience without saying a single word about it.

Daily Assignments

If the dayside assignment editor has found nothing on the wire requiring his immediate attention, he begins to plan the day's camera schedule for three photographers. One photographer has a sound film camera, one has an ENG camera, and the third not only has an ENG camera but also travels in a remote van with live transmission capability. Each of the three also routinely carries one of the station's old silent cameras in his car.

The assignment editor rips all the wires. His practiced eye runs down each item, searching for several kinds of stories:

- a. A story which should be covered today.
- b. A feature story, which can be filmed any time.
- c. A future news assignment.
- d. An out-of-town, national or international story with a local angle.
- e. A story which should be presented with still photos, maps or drawings.

f. A backgrounder or some other story which should be called to some staff member's attention. The editor will send it along with the letters "FYI" (For Your Information) scribbled on top.

g. Out-of-town stories for which tape or film might have been shot – or yet might be shot – by another television station or a free lancer.

h. Hard news: major news stories which can be reported as it is. As the day wears on, almost every major story will have been updated several times.

i. A cute "bride".

j. Specialized items of interest to the sports editor and the weather reporter.

As the assignment editor scans the wires, the first news team, a reporter and a photographer, arrive to start their day.

The reporter is given the note from the news director. Fortunately, she has made a practice of thumbing through the future folders, and knew that she would be assigned to interview the author. The reporter has already spent an hour in the public library leafing through the author's latest book, a critical review, and a reference work on the topic covered by the author. This interview promises to be an enlightening and intelligent one, with some wry humor and some sparks flying.

The day shift dispatcher arrives and turns on the special band radios tuned to police and fire calls, plus the bandwidths reserved for the highway patrol, the sheriff's department and all other radio frequencies which carry the first reports of emergencies. He also monitors the frequencies on which the other television news departments in the city communicate with their camera crews. In front of the dispatcher sits a microphone to communicate with his station's reporters and photographers

The assignment editor tells the dispatcher to call crew 1 on the mobile radio and wrap up the author story quickly in order to get to court for the starlet. If he cannot reach the crew by radio, the assignment editor will phone the author at his hotel to request that the crew call in when they arrive. If the story is that special event, an important news beat ("scoop" is an old fashioned term, replaced by the

confusing word “beat,” which has two meanings in news coverage), the assignment editor will not inform the crew by radio for fear of alerting the opposition. Instead he will tell the crew, via mobile car radio, to get to the nearest phone booth and call him back by ‘land line.’”

The editor, realizing the crew may be late to the courthouse, also calls a bailiff he has befriended at the courthouse to ask him to inform the starlet that a news crew is on the way, if she will only be patient. Starlets being starlets, she will wait. The car chase story arrangements must also wait. It is a weak story to begin with, and by the 6 p.m. newscast, it will be 18 hours old. The assignment editor notes it as marginal; to be covered only if nothing else develops. At 10 a.m., a second photographer and reporter arrive. Reporters and photographers often work together, but not always.

The second reporter and photographer are quickly briefed about their assignments and sent on their way. Stories of neighborhood problems, such as a demand for a traffic light or objection to a zoning decision, usually require no advance study by the reporter. Sympathetic questioning by a skilled reporter plus intelligent camera work at the scene of the problem usually produces a good story. If both sides to the dispute can be brought in front of the camera, the story is even better, especially when a writer can later intercut the arguments to produce short and punchy statements by each party in turn. Very rarely, a camera is witness to a heated discussion by both sides present at the same time, perhaps brought together by the reporter. One or both parties may grow quite angry at the television reporter off camera. On the other hand, the camera may record an absolutely fascinating argument, either with the reporter or, more properly, between the antagonists. If a tape editor intercuts statements by opposing parties who did not actually confront one another, the newscaster must be careful to point out that a face-to-face debate did not take place, and that the tape was edited this way so that points of view on the same subject could be presented together.

Vocabulary:

<i>assignment</i>	журналистское задание
<i>dispatch</i>	депеша
<i>news dispatch</i>	корреспонденция
<i>TV crew</i>	телевизионная команда
<i>fact-finding interview</i>	интервью сообщение (информационное)
<i>formal interview</i>	официальное интервью
<i>opinion interview</i>	интервью мнение (комментарий, выяснение точки зрения)
<i>to conduct an interview</i>	
<i>to give an interview</i>	
<i>to have an interview</i>	
<i>to lead the interview</i>	
<i>beat¹</i>	сенсация
<i>beat²</i>	дозор, обход, район патрулирования
<i>to be on the beat</i>	совершать обход
<i>a beat reporter</i>	репортер, постоянно освещающий события в каком-либо определенном месте
<i>scoop</i>	сенсация

Activities:

Ex. 1 Learn the following phrases and use them in the sentences of your own:

A majority of us believe – *большинство из нас считают;*

A proof of this is – *доказательством этому является;*

A thought occurred to me – *мне в голову пришла мысль;*

Allow me for a moment to turn to – *разрешите мне пока перейти к;*

Among the problems that confront us – *среди задач, стоящих перед нами;*

And here allow me to call your attention – *и здесь разрешите мне обратить ваше внимание;*

Beyond all questions – *вне всякого сомнения;*

Broadly speaking – *вообще говоря;*

But I am very sorry to say – *но, к сожалению, я должен сказать;*

But on the other hand – *но с другой стороны;*

But what I want to make clear is – *я же хочу уточнить*;
By the way I have not mentioned – *между прочим, я не упомянул*;
Coming back to the main subject – *возвращаясь к основному вопросу*;
Far from it – *отнюдь нет*;
First of all I ask – *прежде всего я спрашиваю*;
For this reason – *по этой причине*;
How is this to be explained? – *Как это можно объяснить?*
I am afraid I am not familiar enough with this subject – *боюсь, я недостаточно знаком с этим вопросом*;
I am firmly convinced – *я твердо убежден*;
I am glad to notice – *я с удовольствием отмечаю*;
I am here to introduce – *я здесь чтобы представить*;
I am sorry to interrupt this discussion – *к сожалению, я должен прервать эту дискуссию*;
I might to go further – *я мог бы продолжить*;
Generally speaking – *вообще говоря*;

Ex. 2 Fill in the blanks with a suitable word.

Scoop, beat, interview, dispatch, TV crew, assignment, record, discuss.

1. He tries to find the policeman on the _____ who probably has the names of the persons who were involved. 2. If he can get his subject chatting about another matter, he may be able to lead the _____ easily into the channel that he wishes it to take. 3. If the dayside _____ editor has found nothing on the wire requiring his immediate attention, he begins to plan the day's camera schedule for three photographers. 4. To send back _____ under date-lines from "faraway places with strange-sounding names" is the secret dream of many cub-reporter with which he spends dull hours in the local police court or council chamber. 5. _____ is a news story, usually of special interest. 6. His temper finally cracked when he turned on a _____ and shouted, "Leave me along". 7. _____ the following situation in groups of four. 8. Camera may _____ an absolutely fascinating argument, either with the reporter or, more properly, between the antagonists.

Ex. 3. Decide whether the statements are true or false:

1. The day shift dispatcher arrives and turns an absolutely fascinating argument. 2. The reporter is given the note one of the station's old silent cameras in his car. 3. Reporter spends an hour in the public library leafing through the author's latest book, a critical review, and a reference work on the topic covered by the author. 4. One photographer has a sound film camera; one has an ENG camera, and the third television reporter off camera. 5. If the story is that special event, an important news beat, the assignment editor will not inform the crew by radio for fear of alerting the opposition. 6. If a tape editor intercuts statements by opposing parties who did not actually confront one another, the newscaster must be careful to point out that a face-to-face debate did not take place, and that the tape was edited this way so that points of view on the same subject could be presented together. 7. The assignment editor rips all the wires. 8. The camera may record an absolutely fascinating argument, either with the reporter or, more properly, between the antagonists.

Chapter IV. NEWS AND INFORMATION PROGRAM

Illustrating the weather

Weather news may offer the only bit of lightness in a television newscast filled with disasters and dire forebodings, giving this segment of the newscast a personality, a quality of its own, a digression from the usual severe run news. Illustrating the weather report and the forecast adds measurably to the product. Much can be done, and done cheaply, to relieve a tedious recital of numbers and details. Here are just a few ideas:

1. Maps of the United States and the local region are painted on glass or on a blackboard, or are printed on big sheets of paper tacked up on a board and replaced each newscast. The weather reporter uses chalk for the blackboard, Magic Marker or crayon for the paper or glass, in order to outline the weather pattern, with its fronts, highs, lows, and movements, and to write all those numbers.

2. A magnetic map board is a handsomer alternative to a blackboard. When designed in relief, its mountains stand out. Front movements are indicated by iron arrows which hold fast wherever they are placed. Numbers slapped to the wall cling. Miniature suns and rain clouds join the display.

3. A large pad of blank sheets is placed on an easel. The weatherman, a quick and clever cartoonist, makes his weather report while he draws a child in rain gear hurrying to school. The viewer is delighted by the rapid movements of the charcoal across the page and the effortless patter of the weatherman.

4. A huge thermometer forecasts the weather. The weatherman makes changes on camera by means of pull tab.

5. Each day the weather information is prepared in advance on cards. They show outline maps, names of states on a national map or towns on a local map, plus numbers.

6. A few feet of film or type are shot each day of scenes around town: children going to school, people shopping, a couple getting in

their car to drive to work, ducks in a park lake, an oil heating truck, a thermostat being turned up.

The list is endless. After use, the film clips or tapes are kept in a library, but camera crews remain constantly on the lookout for new scenes to illustrate the weather. The weatherman or the newscaster gives the weather report and forecast over the film, sometimes with the help of super cards or super slides containing a single number. The cards or slides, of course, are kept on file. Each time the forecast predicts a high of 51 degrees, the proper card or slide is at hand.

7. Permanent maps are built with block holes for numbers. The numbers are display digits, controlled electrically by an off-camera panel. The numbers change on camera. Display digits are also used in television news to report scores and standings, election results and stock market averages. Each number breaks vertically or horizontally in half while in view. The visual effect is like a staccato burst. It is fascinating to watch.

8. Satellite weather maps, now available, give a weather report a scientific and up-to-date appearance.

9. Short animated films illustrate outdoor conditions. Animation Techniques, Inc., produced a series of 10-second cartoons of animals. Example: a frog under a lily pad, with the rain coming down. Fairman Productions of Milwaukee offered 16-second animations of a cartoon character named Freddy Forecast.

10. An actual radar system is displayed by a meteorologist who gives the audience a few seconds of basic instruction in what it shows.

Vocabulary:

<i>dire-forbidding</i>	отталкивающий, внушающий отвращение
<i>a digression from the usual severe run of</i>	отступление от привычного порядка...
<i>measurably</i>	значительно
<i>tedious</i>	сучный, утомительный
<i>recital</i>	описание, подробное изложение фактов
<i>easel</i>	мольберт, доска
<i>charcoal</i>	угольный карандаш

effortless
staccato burst

пассивный; не требующий усилий
ритмично мигать

Activities:

Ex. 1 Give the synonyms of these words.

- a. disaster
- b. weatherman
- c. cartoonist
- d. map
- e. newscaster
- f. tedious
- g. to replace

Ex. 2 Match the two parts of these extracts.

1. More and more stations are
 2. The meteorologist skilled in broadcast techniques
 3. What the station pays him
 4. The sliders fill the screen , so the weatherman
 5. Stock slides are used to
 6. I can't
 7. The map faced him and he sees it in its proper East-West perspective,
 8. Mystified viewers telephone the station
- a. may represent just part of his income.
 - b. illustrate predictions.
 - c. find Cambridge on the map.
 - d. hiring trained meteorologists as weathercasters.
 - e. and he writes on it normally, from left to right.
 - f. to inquire what the trick is.
 - g. does not appear on camera at all, unless the slides are used for rear projection.
 - h. is a plus to a station.

Ex. 3 Put the words in the right order, making the sentences.

1. The media/ role/ in/ plays/ keeping us/ a valuable/ informed/ entertained/ and.
2. many/ power/ freedom/ people/ However,/ it has/ too/ much/ and.
3. broadcasters/ let us/ News/ about/ know/ events/ as they/ practically/ happen.
4. of libel/ accused/ often/ Newspapers/ are/ by/ politicians/ angry/ reading/ dislike/ who/ about/ themselves/ lies.
5. the papers/ just/ to blame/ which/ are/ Of course,/ it is not.
6. very basic,/ was/ technology/ the news/ we/ often/ Because/ communication/ received/ was/ or/ weeks old/ days.
7. increasing/ Sex/ on/ the television/ and/ violence/ are.
8. a family/ are/ in parts/ and/ very gory/ some scenes/ a bit messy/ it's/ film/ as/ It's not.

Ex. 4 Match definitions 1–6 to the words given in the box.

Tedious	Thermostat	Horizontally
Electrically	Illustrating the weather	Satellite
	To fascinate	

1. an electronic device that is sent into space and moves around the earth or another planet for a particular purpose.
2. going from side to side.
3. to attract or interest somebody very much.
4. boring and lasting for a long time.
5. using electronics.
6. a device that controls the temperature in a house or machine by switching the heat on and off as necessary.

Ex. 5 Retell the text.

Weather Jargon

Weather reporters and news directors assume that viewers understand what weather news is all about and get some useful information from it.

That assumption was challenged in a study that found that most viewers can remember nothing of weather reports they had just heard, and furthermore have a foggy notion of the meaning of such commonly used weather jargon as “high pressure system” and “barometric pressure.”² Three out of four television viewers who were called during the 75 minutes immediately following a newscast could remember nothing of national weather conditions. Despite the evident lack of retention and understanding of weather information, the audience appeared to be satisfied with TV weather reports in general. Perhaps this could be attributed to apathy; many respondents said they just had not thought of it before.

The results of this study raise interesting questions:

If most viewers remember little about the weather report, why is so much time devoted to weather in local newscasts?

Is it possible that many television news directors and weather reporters are unaware that some of the weather jargon is not understood by most viewers and much of the weather report is not absorbed?

What can be done to make weather news more meaningful?

Should weather reports on television be reduced to the few basic facts and figures most likely to be retained by most viewers?

Television journalists have long realized that television news cannot match newspapers for detail in the reporting of hard news. They do not attempt to load the viewer with names, numbers, and other data. Yet this basic limitation of the medium is apparently ignored during the weather-cast.

Meteorologists’ jargon has crept into the weather report like Carl Sandburg’s famous poem about fog coming “on little cat feet.” Take the word *activity*, as in *thunderstorm activity* or *shower activity*. Why does a weather forecaster tell a television news audience, “Shower activity is expected tonight,” when he means “We might have showers”?

On the other hand, if we don't get "shower activity" we'll have "zero precipitation," which means that *it won't rain*.

Weather forecasts need not sound so dreadful. Steal a line from H. Allen Smith, and say, "The weather forecast calls for snow, followed by small boys and girls on sleds." Better yet, use your own imagination.

CBS News essayist Andy Rooney opined, "Anchormen and weathermen, with nothing much to say about the weather, get involved in a lot of cute small-talk. The weatherman gives us some pseudo-technical talk about high- and low-pressure areas just to reassure us that he knows more about weather than we do. All we want to hear is whether we ought to take along a raincoat or not, and he's telling us that something has dropped from 31.2 to 31.1 and is headed our way from Canada."

Vocabulary

<i>assumption</i>	предположение, допущение
<i>to have a foggy notion</i>	иметь смутное представление
<i>commonly used</i>	широко используемый
<i>retention</i>	удерживание, сохранение
<i>could be attributed to apathy</i>	может быть списано на равнодушие
<i>is not absorbed</i>	не запоминается, не откладывается в памяти
<i>apparently</i>	по-видимому, очевидно
<i>forecast</i>	прогноз
<i>forecaster</i>	ведущий прогноза погоды
<i>"zero precipitation"</i>	вероятность выпадения осадков минимальна
<i>to invert</i>	переворачивать, переставлять, менять местами
<i>essayist</i>	очеркист
<i>to opine</i>	полагать, высказывать мнение
<i>small-talk</i>	пустой разговор, болтовня

Activities:

Ex. 1 Can you guess these words?

htee war
merotolgeits
froesact
underthmost
ornatod
owl-suresper
cewsnats
howser
diticonons

Ex. 2 Match parts of sentences from the text in columns A-B to make full meaningful sentences.

A	B
Weather reporters and news directors assume	the audience appeared to be satisfied with TV weather reports in general.
Despite the evident lack of retention and understanding of weather information,	not sound so dreadful.
On the other hand, if we don't get "shower activity"	that viewers understand what weather news is all about and get some useful information from it.
Weather forecast need	we'll have "zero precipitation," which means that it won't rain.
Three out of four television viewers who were called during the 75 minutes immediately following a newscast	just to reassure us that he knows more about weather than we do.
The weatherman gives us some pseudo-technical talk about high- and low-pressure areas	whether we ought to take along a raincoat or not.
Shower activity is	could remember nothing of national weather conditions.
All we want to hear is	expected tonight.

Ex. 3 Translate the following sentences into Russian.

1. And now here's the weather forecast for the next twenty-four hours.
2. The temperature will drop to minus 3 overnight.
3. Three inches of snow fell during the night.
4. In Scotland and Northern Ireland there'll be heavy rain and maybe some snow during the afternoon.
5. The tree was struck by the lightning and burst into flames.
6. The air is frequently damp and foggy.
7. Patches of dense fog are making driving dangerous.
8. A band of thick cloud is spreading from the west.
9. A gust of strong wind blew his hat away.
10. The farmer's face was weathered by the sun.

Ex. 4 Match definitions 1–8 to the words a–h on the right.

- | | |
|---|---------------------|
| 1) the feeling of not being interested in or enthusiastic about anything. | a) limitation |
| 2) a description of the weather that is expected for the next day. | b) activity |
| 3) a condition that puts a limit on something. | c) lack |
| 4) to keep or continue to have something. | d) sledge |
| 5) to make something less or smaller in quantity, price, size. | e) apathy |
| 6) a situation in which there is a lot of action or movement. | f) to reduce |
| 7) the state of not having something. | g) to retain |
| 8) a vehicle without wheels that is used for traveling on snow | h) weather forecast |

Ex. 5 Fill the gaps, using the words given in the box.

Sources of Weather News

arrangement	bureau	communities
outlets	garner	identical
	sake	ultimate
		wire

The National Weather Service provides a weather _____ to subscribers at no charge except for machine rental and drop charges. In some _____ the Weather Service even pays the phone line charges. The information itself comes free to everyone. Television stations, radio stations and newspapers have benefited from this _____ for years. The public is the _____ beneficiary. At first only the larger cities got the service, but in the early Seventies it was extended to media _____ in smaller communities through what is called the NOAA (for National Oceanic and Atmospheric Administration) weather wire. The feed is _____ to the major city weather wire.

Stations without a weather wire get some weather news from the AP and UPI radio wires. Telephone calls to the local National Weather Service office _____ still more information. Radio stations sometimes take a telephone feed from a weather _____ meteorologist just for the _____ of having a feed from someone who sounds as if he knows what he is talking about.

Ex. 6 Decide whether the statements are true or false.

1. Most viewers can remember nothing of weather reports they had just heard.
2. The audience appeared to be satisfied with TV weather reports in general.
3. Weather forecasts need sound very dreadful.
4. Weather reporters and news directors assume that viewers don't understand what weather news is all about.
5. Television journalists have long realized that television news cannot match newspapers for detail in the reporting of hard news.
6. Television journalists attempt to load the viewers with names, numbers, and other data.

Yellow journalism

In journalism, yellow journalism is a pejorative reference given to various practices or tendencies of news media organizations which, by the standards of journalistic professionalism, are considered to be unprofessional and detrimental to the principles of journalistic integ-

rity as a whole. The term typically refers to sensationalism in news reporting that bears only a superficial resemblance to the profession of journalism. The term “infotainment” was coined to refer to news programming that blends journalism and entertainment in a way which, critics argue, diminishes the news value and professionalism of the reporting.

The phrase “media bias” is a related term which is used in political rhetoric to assert a broad political bias within news media organizations. Its common usage derives from news media talk shows where an organization’s functionaries and personalities tend to direct discussion away from issues in professional journalism to issues in politics.

Meaning. The term, as it commonly applies, refers to news organizations for whom sensationalism, profiteering, and in some cases propaganda and jingoism, take dominance over factual reporting. Most cases tend to be related to journalistic bias, and the endemic practices of particular organizations to operate as mouthpieces, for rather limited and particular allegiances, rather than for the public trust.

Recent accusations of yellow journalism center around media infotainment and corporate media, referring to organizations where business interests supersede the interests of news organizations to accurately report damaging facts about influential corporations and common practices within corporate industry. In certain cases, the links between political, business, and media worlds, are alleged to violate various laws ranging from fraud to antitrust.

In the modern context of near-instant television news coverage, a perceived careless lack of fact-checking for the sake of a breaking news story might be referred to as yellow journalism. Aspects of yellow journalism can vary at the minimum from the sporadic use of unnecessarily colorful adjectives, up to a systematic tendency.

Currency. The term has largely fallen into disuse as the media world has grown both in scope and in complexity. Further, because most media outlets have cultural allegiances or business practices that to one degree or other force them to deviate from idealized concepts of reporting, accusations of “yellow journalism” tend to be few.

Print journalists have tended toward building a career reputation of consistent and thorough professionalism, to gain respect and prominence. News anchors, for example, may be chosen not for their skills at journalism, but rather for their presentation, appearance, and personality.

A current perceived rift is therefore more akin to segmentation according to definitions of “news.” The public still attaches to “news” the connotations of “journalism.” Because of these developments, the common definition of “news” no longer belongs in the domain of journalists, but to wider television and internet media outlets over a vast spectrum of target issues and audiences. The proliferation of web media has in a certain sense re-validated journalistic ethics: reports that conform best tend to be treated as more authoritative. “Pseudo-news” organizations draw general audiences, who tend to fall into market demographics that each favor particular blends of issues-based entertainment along with their “news.”

Reputation and ethics do not necessarily coincide at all times. Well-established institutions such as the *New York Times* can be at fault. Many journalists find conflicts between their employment and their professionalism as journalists.

The Yellow Press. The sensationalized human-interest stories of the yellow press increased circulation and readership heavily throughout the 19th century, especially in the United States. Early practitioners, such as Joseph Pulitzer and William Randolph Hearst, seem to have equated the sensational reporting of murders, gory accidents, and the like, with the need of the democratic common man to be entertained by subjects beyond dry politics. Two early yellow newspapers were Pulitzer’s *New York World* and Hearst’s *New York Journal American*.

The term derived from the color comic strip character *The Yellow Kid*, who appeared in both these papers.

Hearst. While most early newspapers tended toward expressing a viewpoint, the prototypical example of yellow journalism was the late 19th century Hearst Newspapers’ consistent emphasis on episodes showing a humanitarian crisis among Cubans at the hands

of Spanish troops. The Spanish denied the crisis and said Hearst was lying. The stories, combining both a sense of urgency and moral outrage, and Hearst directed his one newspaper, the *New York Journal*.

Male Spanish officials' strip search an American woman tourist in Cuba looking for messages from rebels: front page "yellow journalism" from Hearst.

Having contributed to rallying public support for the cause for war, Hearst tried to influence the political vote as well. Along with the destruction of the USS Maine, this reporting sparked a public outcry that led to the US to start the Spanish-American War. James Creelman praised the work of the reporters for exposing the horrors of Spanish misrule, arguing, «no true history of the war . . . can be written without an acknowledgment that whatever of justice and freedom and progress was accomplished by the Spanish-American war was due to the enterprise and tenacity of yellow journalists, many of whom lie in unremembered graves.” Journalism historians have noted that in 1898 yellow journalism was largely confined to New York City, and that newspapers in the rest of the country did not follow their lead. The key Yellow newspapers, the *New York Journal* and the *World*, were not among the top ten sources of news in regional papers. The stories simply did not make a splash outside Gotham.

Americans would soon find themselves invading, occupying, and taking over control of both Cuba and the Philippines from Spain, and Hearst found himself more influential but he lost much of his personal prestige when one of his columnists, Ambrose Bierce recommended the assassination of President McKinley seven months before he was indeed assassinated.

In fiction. In many movies, sitcoms and other works of fiction, reporters often use yellow journalism against the main character, which typically works to set up the reporter character as an antagonist. Likewise, in the 1997 James Bond movie *Tomorrow Never Dies*, an evil media magnate tries to start a war between Great Britain and China via sensationalized news stories; in the movie, the villain even alludes to Hearst's role in the Spanish-American War. In Thomas Harris's novel *Red Dragon*, from the Hannibal Lecter series, a sleazy yellow journal-

ist named Freddy Lounds, who writes for the *National Tattler* tabloid, is tortured and set aflame for penning a negative article about serial killer Francis Dolarhyde. The book was adapted into a movie in 1986 as *Manhunter*, in which Stephen Lang plays Lounds and Tom Noonan portrays Dolarhyde and again in 2002, in which Philip Seymour Hoffman portrays Lounds and Ralph Fiennes plays Dolarhyde.

Vocabulary:

<i>integrity</i>	прямота, честность, чистота
<i>to diminish</i>	а) убывать, уменьшаться б) уменьшать; занижать, недооценивать (роль, значение и т.д.), преуменьшать
<i>to assert</i>	утверждать; заявлять, объявлять, декларировать, провозглашать; обеспечивать, отстаивать, защищать (свои права и т. п.); доказывать
<i>to coin</i>	чеканит, штамповать; измышлять, выдумывать, замышлять; создавать неологизмы (новые слова и выражения)
<i>blend</i>	смесь; переход одного цвета или одного оттенка в другой;
<i>usage</i>	обыкновение, обычай, привычка, традиция; обращение (с приборами, людьми и т.п.); употребление, применение, использование; словоупотребление
<i>allegiance</i>	лояльность, верность, преданность; вассальная зависимость
<i>accusation</i>	обвинение, упрек; обвинительное заключение, обвинительный акт;
<i>to supersede</i>	заменять; замещать, смещать; вытеснять; занимать (чье-л.) место; отменять, заменять собой (о законе по отношению к другому закону ссылаться (в оправдание, в доказательство));
<i>to allege</i>	утверждать (особ. без основания; приписывать
<i>to perceive</i>	воспринимать, понимать, осознавать; постигать; ощущать; различать, чувствовать

for the sake of	ради
complexity	сложность; что-л. сложное; запутанное дело, запутанность, трудность
accurately	точно; безошибочно; аккуратно
to vary	изменять(ся), менять(ся); различаться; отличаться, различаться,
rift	расходиться; разнообразить, варьировать, разрыв, разлад
akin	сродни; сродный, близкий, родственный; похожий
domain	наследственная собственность; имение, поместье;
consistent	сфера интересов, поле деятельности,
outcry	область знаний

Activities:

Ex. 1 Answer the following questions:

1. The expression «*pejorative reference*» emphasizes your positive attitude to the situation, doesn't it? What does this expression mean?
2. If something is *detrimental*, it is...
 - a) very harmful
 - b) not harmful
3. Principles of *journalistic integrity* refers to...
 - a) frank and honest methods
 - b) fraudulent and unfair principals
4. If something show *superficial resemblance*, it has...
 - a) remote resemblance
 - b) striking resemblance
5. «*Infotainment*» is a mixture of information and entertainment, isn't it
6. If you use *sensationalism, profiteering, jingoism* and *propaganda*, your methods refer to...
 - a) yellow journalism
 - b) factual journalism
7. Do you *violate the law* if you use fraud and unfair technologies?
8. Could you say that «*sporadic event*» is a tendency?

9. If the word has largely *fallen into disuse*, does it mean that the word is very popular?
10. If the journalists *gain a prominence*, does it prove their good reputation?
11. You use the term «*proliferation*» when something is...
 - a) increasing in number
 - b) decreasing in number
12. The *sensationalized human-interest* stories of the yellow press...
 - a) increase circulation and readership
 - b) minimize circulation and readership
13. If somebody *is outraged* by your behavior, he...
 - a) likes it
 - b) not likes it
14. If somebody was *a rebel* at school, he was...
 - a) quiet child
 - b) not disobedient child
15. The *antagonist* stands for a character of a story who represents position which the heroes must...
 - a) contend
 - b) support

Ex. 2 There are several terms that refer to yellow journalism.

Match these words to their meaning.

- | | |
|-------------------|---|
| 1) Jingoism | a) specific type of message presentation directly aimed at influencing the opinions of people, rather than impartially providing information. |
| 2) Profiteering | b) chauvinistic patriotism, usually with a hawkish political stance. |
| 3) Propaganda | c) manner of being extremely controversial, loud, or attention-grabbing |
| 4) Sensationalism | d) act of making a profit by methods considered unethical. Business owners may be accused of using this method when they raise prices during an emergency (especially a war). |

Ex. 3. Make meaningful sentences of your own from these expressions:

1. pejorative reference
2. superficial resemblance
3. factual reporting
4. sporadic use
5. issues-based entertainment

Ex. 4. These phrases refer to journalism. Explain their meanings:

- a. journalistic integrity
- b. journalistic bias
- c. journalistic professionalism
- d. journalistic reputation
- e. yellow journalism
- f. yellow press

News and information programming

In recent years, the line between information and entertainment has been blurring. Reality shows, which are programmed as prime-time entertainment, are sometimes produced by news departments. News anchors banter with each other in entertaining ways. Public affairs programs and documentaries are dwindling unless they, too, can find an entertainment hook. Those interested in programming pure informational material find themselves fighting an uphill battle. Not only is such material likely to envelope a station or network in controversy, it is also generally expensive to produce.

News and information programming is not watched by nearly as many people as entertainment programming and, hence, cannot sell high-priced ads—in fact, sometimes it cannot sell ads at all. Because public service programming generally costs three times as much as entertainment programming per rating point, it must depend on the profits of its more glamorous sisters to support it. Yet this area is of great importance in the realm of social significance.

News sources. Gathering news is generally a complex process, with local stations, cable systems, and broadcast and cable networks depending on a variety of sources for news. One of these is news agencies, many of which are still referred to as wire services, a term that goes back to preelectronic news days when organizations gathered news for newspapers and sent the information over wires to machines in newspaper offices that then printed out the stories. Wire service machines still exist today, but most news agencies supply not only written copy but also sound bites and video footage. Much of what they supply comes via satellite rather than wires.

The oldest and most important American-based news agency is Associated Press, and Reuters is a well-established British-based service. A wide variety of other agencies such as World Television News, Africa News Service, and Spacenet also supply news. Some of them provide wide coverage of international news and some of them are local. In fact, many major U.S. cities have local news agencies used by stations and cable systems to keep them abreast of local news.

News agency information is collected by a bevy of reporters stationed at strategic points around the world. These reporters have regular beats, such as government offices and police stations, which they cover to gather news. Sometimes reporters actually go to the places to cover the news; other times they get the information they need by making phone calls. The news agencies also use stories from stringers – people who are not on the payroll but who are paid for stories or footage they supply that is actually used by the agency.

The stories and raw footage gathered by reporters and stringers are sent by satellite to central offices where they are assembled and often rewritten. The news agency usually puts together entire stories that might include a reporter introducing the story, footage from the scene, and some sort of wrap-up. Then the stories are sent to subscribers – those networks, stations, systems, and newspapers that pay for the service.

Some stations simply take the material that is sent and put it on the air. Others use the on-the-scene footage and write and air their own wraparounds. Still others use the information only as leads and dig for the facts themselves.

Those in the business of gathering news also subscribe to various data banks. Sometimes they use these for news tips, but more often they use them to supply background information needed for stories. News organizations often have satellite or radar equipment to monitor weather conditions, and they have scanners – devices that listen in on police and fire radio communications. In this way they can get leads on stories, sometimes arriving at the scene of a crime before the police. Some news organizations have their own airplanes and helicopters so that they can gather news from the air.

The three major broadcast networks – ABC, CBS, and NBC – have their own national and international reporters who cover stories for their network news. They also make footage not used in their national newscasts available to their affiliates. This works in reverse, too. Affiliated stations often supply footage to networks, particularly when a major story occurs in their city.

Cable News Network has an elaborate news-gathering structure that makes news available to others besides CNN including local broadcast stations. CNN has been particularly aggressive in selling (or sometimes giving) its news to foreign countries. As a result, CNN news is seen in abundance throughout the world.

A number of cable systems have ventured into news, some of them establishing 24-hour news services, similar to CNN except that they cover news of a local or regional area. In a few instances cable systems and local broadcast stations have established interrelationships wherein they act as news sources for each other, sharing information and sometimes even reporters.

Another increasingly important source of news is the general public. People call stations or networks with tips on news stories. These, of course, must be checked out very carefully. Now that many people have camcorders, ordinary citizens sometimes supply news organizations with footage just because they happened to have their camcorder with them when a major event occurred where they happened to be.

News organizations often make liberal use of each other in order to keep up to date on happenings. People at TV stations read newspapers; radio stations listen to news on TV and on other radio stations;

ABC personnel listen to the news on CBS and NBC and vice versa. More and more CNN is setting the agenda for newscasts throughout the country and the world. The New York Times used to be the standard for news, but CNN has taken over that role.

The news process

A small radio station may have a news staff of one person who decides what stories to broadcast. At a large news organization, a news director has overall responsibility for the news operation, hiring and firing people and setting the general guidelines for the approach. Each individual newscast is overseen by a news producer who organizes the program and decides what will and will not be included. If a newscast is to include special types of information such as consumer affairs or entertainment news, segment producers may oversee those particular items. Assignment editors keep track of the stories that need to be covered and send reporters to cover these stories. Writers rewrite wire service copy and stories sent in by reporters and prepare the intros and outros for the total newscast. In some TV facilities tape editors put together the news footage that has been gathered in the field.

Most newsrooms are now computerized so that stories and ideas can be typed into a computer by a reporter or writer, recalled from the computer onto a screen in another location by the producer, who can then rewrite or in other ways act upon a story.

Satellite news gathering (SNG) has changed the news process at many local stations. This concept was pioneered by Conus, a Hubbard Broadcasting-owned company, in 1984. Initially Conus gathered news with trucks equipped with satellite uplinks and sold the information to specific stations equipped with downlinks. Stations could send one reporter to a news site to get the local slant on a story, and Conus would transmit this back to the local station.

As more and more stations purchased satellite news vehicles (SNVs), they were able to interchange more news and depend less on the national news-gathering organizations, including the major networks. Satellite signals can travel throughout the country, so station crews can cover stories in more remote or distant areas.

There are a fair number of all-news radio stations that broadcast news continuously throughout the day. They have a large number of crews, a variety of news sources, and a large staff of people working at the station; this costs money, making an all-news format expensive.

Most television news has a more defined countdown because the major effort is devoted to the evening news. There are exceptions, of course, including late night and early morning newscasts incorporated from time to time in both network and station schedules. Cable News Network provides twenty-four-hour news, so its procedures are closely akin to an all-news radio station.

News producers at most local stations and the major networks spend the day assessing the multitude of news items received to decide which twenty or thirty will be included on the evening news and in what order. Usually the producers of the various newscasts meet early in the morning to assess what they feel will be major stories. They convey this to the assignment editor who then assigns news crews to cover these events.

The crew may consist of one person recording shots to be included in a story delivered totally by the anchorperson, or the crew may be two or three people, including a reporter and equipment operators. Once the story is covered, the reporter may return to the home base, write the story, and work with an editor to cut the footage. In another instance, the reporter may turn everything over to a writer and go out on another story; a third possibility is the footage may be micro-waved or sent by satellite while the reporter and crew move on to another story as writers and editors complete the first story. Sometimes the reporter does a standupper live from the location during the newscast.

Presentation of news is another important area. News for radio is generally read by disc jockeys or reporters. However, stations do vary both content and presentation of news broadcasts in relation to their audience. A rock station will have a more fast-paced presentation than an oldies station. Because TV news is actually a money-maker for local stations, they are particularly anxious to lead the ratings; therefore, local stations attempt to find newscasters who will appeal to viewers. The networks hope to establish trustworthy, congenial newscast-

ers who will maintain a loyal audience. Special elements, in addition to the daily news, fall under the jurisdiction of the news department. Some of these – such as presidential news conferences and congressional hearings – can be predicted in advance, and adequate preparations can be made. Others – such as riots, earthquakes, and assassinations – must be handled as well as possible by reporters and crews who happen to be close at hand covering other assignments.

Activities:

Ex. 1 Use the following phrases from the passage in your own sentences:

information programming; wire service; footage; lead; affiliated station; data bank; bevy of reporters; fire radio communication; on-the-scene footage; wraparound; prime-time entertainment

Ex. 2 Match the following words with their synonyms:

- | | |
|--------------------------|------------------------|
| • news anchor | slot |
| • gather news | television studio |
| • background information | spot |
| • advertising | look for news |
| • prime-time | hidden motive of event |
| • newsroom | news reader |

Ex. 3 Match the words:

guideline	спутниковые линии
oversee	прямой эфир
rewrite	передача информации
TV facility	команда телевизионщиков
satellite uplinks	возможности телевидения
TV crew	появление журналиста в кадре
transmit	«шапка»
all-news radio station	за границей
stand upper	полноформатные радиостанции

Ex. 4 Fill in the blanks with a suitable word. Use the correct form.

information,	entertainment,	prime-time,	footage,
network,	newscast,	newsroom,	rating,
newscaster,	audience,	TV crew	

1. Another problem is sleeping habits. The Germans eat dinner and go to bed earlier, so the French are starting on their first aperitif when the Arte channel is into _____. 2. Television's top soaps are battling in out in the vital Christmas _____ war. 3. What we need is _____, variety shows with comedians, singers, pianists and acrobats. 4. Infotainment is a mixture of _____ and entertainment. 5. The programme will feature dramatic _____ of the Chernobyl disaster, some not released before, as well as live performances by international artist. 6. On the BBC World Service the news man present the news as it is, and not the _____ view of it. 7. His temper finally cracked when he turned on a _____ and shouted, "Leave me along". 8. Friday night television _____ and Saturday newspaper readerships are, apparently, lower than mid-week's. 10. The newspapers devotes more space to reporting the news than a radio and television station provides air time for _____. 11. Large newspapers, national magazines, and national radio and televisions _____ have reporters stationed in major cities at home and abroad. 12. _____ is a room in a newspaper office, a television studio.

Ex. 5 Determine true/false sentences and correct them if necessary:

1. Gathering news is generally an information programming, with local stations, cable systems, and broadcast and cable networks depending on a variety of sources for news.

2. The three major news agency – ABC, CBS, and NBC – have their own national and international reporters who cover stories for their network news.

3. News organizations often make liberal use of each other in order to keep up to date on happenings.

4. Most television news has changed the news process at many local stations.

5. There are a fair number of all-news radio stations that broadcast news continuously throughout the day.

6. The crew may consist of one person recording shots to be included in a story delivered totally by the anchorperson, or the crew may be two or three people, including a satellite news gathering.

7. Sometimes the reporter does a stand upper live from the location during the newscast.

Ex 6. What do these abbreviations mean?

- SNG
- CNN
- ABC
- CBS
- NBC
- SNVs

A television news day

It is seven o'clock on a weekday morning. The dayside assignment editor at a medium-size city television station arrives at work. Let us consider him and his co-workers, for they are fairly typical of local television news staffs of comparable size everywhere. Even where news staffs are much smaller, most of the same tasks are performed, although on a reduced scale, by employees with combined job functions.

The dayside assignment editor of our typical news staff walks into the newsroom and goes straight to the bank of teletypes, even before he hangs up his coat. In a few seconds, he scans the last 30 minutes of copy transmitted by the AP, UPI and the local news wire (if his city has one). Seeing nothing that will require the immediate alerting of photographers, he hangs up his coat, plugs in the coffee pot, flips the weather machines to "on," and begins his day. For the rest of the day either he or the nightside assignment editor will either rip or

glance at the “wires” (all the teletype wires) roughly every 15 minutes. As air time nears, the trips to the teletypes will be increased to every five minutes; this frequency will be maintained until the newscast is done. Throughout the day other staff members will look at the wires, out of professional and personal interest and the knowledge that when a major news story breaks, they will probably learn of it first by teletype.

The Bulletin

The dayside assignment editor is not a first person on duty on the station. At least one engineer begins work before the station goes on the air. An early morning announcer reports in soon after. If the assignment editor sees a bulleting on the teletype which he feels should be broadcast as a bulletin (the ratio of broadcast bulletins to teletype bulletins may be one in a hundred), he will direct the engineer to cover whatever program is being broadcast by a bulletin slide and he will give the announcer bulletin copy to read. A news editor has the authority to interrupt programming at any time with a bulletin. As a rule he will not interrupt a station break or commercial with a bulletin which is not of overriding importance. Of course, when a bulletin is of major importance — the kind which once would have been called a “flash” — anything on the air is interrupted; in the event of a war or the death of a president regular programming does not resume after the news is announced; instead, the available fragments of news are repeated and amplified as new information appears until such time as the network takes over or the local staff can organize its reportage. A bulletin may read as follows:

HERE IS A BULLETIN FROM THE KLMN NEWSROOM:
AUTO WORKERS HAVE GONE ON STRIKE ACROSS THE
COUNTRY. 154 THOUSAND WORK-ERS AT 62 PLANTS ARE
IMMEDIATELY AFFECTED. STAY TUNED TO KLMN FOR FUR-
THER DETAILS.

Brief introductory and tag lines sandwich the bulletin, in order to put the news announcement into the context of the programming situation. The facts are kept to a minimum, and the bulletin is very short, for it is meant only to declare that an event has taken place. Details of

that event are reserved for the regular newscast or for a special news program.

Sometimes the significant fact of a bulletin is repeated. For example:

WE INTERRUPT THIS PROGRAM FOR A NEWS BULLETIN: RURTTANIA HAS DECLARED WAR ON CARPATHIA. RURTTANIAN BOMBERS STRUCK DEEP IN CARPATHIAN TERRITORY, HITTING AIRFIELDS AND RAILROAD DEPOTS. RURTTANIAN TROOPS CROSSED THE FRONTIER AT THREE POINTS. TO REPEAT: RURTTANIA HAS GONE TO WAR AGAINST CAR-PATHIA. KLMN WILL BULLETIN MORE DETAILS THROUGHOUT THE DAY.

News may be worth bulletin treatment, but not immediate program interruption. The seasoned news editor asks himself how important it is to viewers to learn this news at this moment, before he commands the television equivalent of “Stop the presses!” He also asks himself if a bulletin reporting a tragedy should be inserted into a comedy program, when the bulletin will be followed by a return to comedy.

Vocabulary:

<i>news flash</i>	вставка-молния, экстренное сообщение
<i>news bulletin</i>	сводка новостей
<i>to glance at</i>	мельком взглянуть на
<i>break / commercial</i>	реклама
<i>broadcast</i>	передавать по радио, телевидению; широковещание
<i>news editor</i>	редактор отдела информации
<i>declare war</i>	объявлять войну
<i>brief introductory</i>	анонс
<i>tag line</i>	подводка
<i>newsroom</i>	телевизионная студия новостей, студия новостей в редакциях
<i>combined job function</i>	разносторонние обязанности
<i>on the reduced scale</i>	в меньшем масштабе

<i>transmit</i>	передавать
<i>plug in the coffee pot</i>	включать кофеварку
<i>flip the weather machine</i>	включать кондиционер
<i>to have the authority</i>	иметь полномочия
<i>wire</i>	телеграмма
<i>rip at the "wires"</i>	просмотреть телеграммы
<i>to amplify</i>	расширять, усиливать

Simplified job chart:

News Director – oversees entire news operation and administration, often including documentaries and editorials.

News Producer – responsible for a single newscast each day.

Newscaster (or Anchor) – reads news on air, introduces film reports and reporters in studio.

Reporter – reports news stories from the field or studio.

Editor – does the hands-on tape and film editing.

Assignment Editor – assigns reporters and photographers to news stories

Director – has charge of actual presentation of newscast, including studio cameras, film and videotape projection.

Activities:

Ex. 1 Find in the text the English equivalents for the following expressions:

1. Пролистывать или бегло просматривать приходящие телеграммы. 2. Узнавать о чем-то первым при помощи телетайпа. 3. Подводка к сюжетам и краткий анонс выпуска. 4. Размеры передаваемого в эфир материала могут быть в несколько раз меньше собранной информации. 5. Кратко сообщать о произошедших событиях. 6. Повторять важные события в нескольких выпусках. 7. Никогда не перебивать телевизионную рекламу выпусками новостей, которые не содержат сенсационной информации. 8. Приближение времени прямого эфира. 9. Начинать работу перед выходом станции в эфир.

7. Assignment editor will direct the engineer to cover whatever program is being broadcast by a bulletin slide and he will give he announcer bulletin copy to read.

The Sound Camera

Basic Concepts. What makes television news special is the moving picture of events. Without the moving picture and the still picture television news is radio news with faces attached. Until electronic news gathering came along, almost the only moving picture the viewer saw came from film. Film and film cameras will continue to be a factor in the television news industry for years to come, although somewhat diminished by the spread of ENG (Equivalent Noise Generator).

Most television news film today is shot with single system sound cameras. Single system means that picture and sound are recorded in the camera. Some film is shot double system, which means the sound is recorded on a tape recorder locked in synchronization with a silent camera. And some film is shot with just a silent camera. Most television news film is shot with 16 mm cameras; that is, the film is 16 millimeters wide. Some film is shot with Super 8 cameras; the film is 8millimeters wide, the film image one-third larger than standard 8 mm film.

The film photographer, like a still photographer, must be concerned with the relationship of the aperture, the lens opening, to the film speed, plus depth of field, the use of light meters, and other elements of basic photography. A beginner who plans to shoot film for broadcasting should take a course in photography or learn under a skilled television news photographer. Among books, *Television Newsfilm Techniques* by Vernon Stone and Bruce Hinson can especially be recommended.

A survey published in 1977 reports that television news stations, large and small, are phasing out film cameras in favor of ENG. However, thousands of sound and silent cameras are in daily use at television stations and will continue in use for many years. Many news directors indicate a preference for film over video for certain types of stories.

The best liked sound camera, the survey noted, was the CP-16. Also liked were the Frezzolini LW-1 and the Canon Sound Scoopic. All are lightweight, "one-man-band" cameras. The old standard of the television news industry, the Auricon One-Voice, continued in wide use but news directors were more sparing in its praise, probably because of its weight.

The CP-16/A, fully loaded with a 400 ft. magazine, weighs 7,71 kg. That includes an Angenieux zoom lens, a battery and an amplifier, all built into the camera, plus plugged in microphone and headphone. The only cords needed are for the mike and headphone. It can be carried directly on the shoulder or fitted with a shoulder brace. A light can be attached, running off the battery. Like the LW-1 and the Scoopic, the CP/16A was designed for the "one-man band," the small city television journalist who covers a story alone, serving as reporter and photographer and handling both sound and lights.

The Arriflex remains a well-liked camera, but it is often preferred for documentary work rather than daily newscast coverage because it is more expensive and not as rugged as some of the other cameras. Its technical advantages and fine quality make it the camera of choice for film makers who are less likely to give it rough handling.

The sound in a sound camera is created either optically or magnetically along one edge of the film. Nearly all television news sound cameras use the magnetic system. The opposite edge of the film, of course, has the sprocket holes.

Along the sound edge, there will either be a brown layer of magnetic striping or one of two kinds of optical striations. The optical image is created by a hairline light from a galvanometer responsive to audio modulation. While optical sound quality can be excellent under motion picture studio conditions, it has proved inferior to magnetic sound under the rough-and-ready conditions imposed by television news.

The sound camera has been the heart of television journalism, steadily pumping film for news stories, documentaries, specials, and editorials. It is now joined by, and may eventually be replaced by, the video camera.

Vocabulary:

<i>attach</i>	прикреплять, присоединять
<i>diminish</i>	уменьшать
<i>aperture</i>	отверстие, апертура (тех.)
<i>depth of field</i>	глубина резкости пространства
<i>light meter</i>	фотометр, люксметр
<i>phasing out</i>	снятие с производства
<i>amplifier</i>	усилитель
<i>built into</i>	встроенный
<i>cord</i>	шнур
<i>mike</i>	микрофон
<i>headphone</i>	наушники
<i>well-liked</i>	всеми любимый
<i>rug</i>	приобретать
<i>rough handling</i>	небрежное обращение
<i>sprocket holes</i>	ведущие отверстия
<i>optical striations</i>	оптические полосы
<i>magnetic striping</i>	магнитная дорожка
<i>inferior</i>	подчиненный
<i>rough-and-ready</i>	неточный

Activities:

Ex. 1 Rearrange the letters in words and use them in the sentences of your own:

1. senietivol wsen
2. hisanozyntircon
3. goprahohrept
4. dahopen
5. ouida utolamonid
6. thiglthegw
7. lagmecaltiny
8. xegAneuin mozo nles

Ex. 2 Match the words with appropriate synonyms:

- | | |
|--------------------|-----------------|
| 1. Cord | a) betoken |
| 2. Attach | b) rag-wheel |
| 3. Image | c) off-handed |
| 4. Broadcast | d) corduroy |
| 5. Indicate | e) later |
| 6. Rough-and-ready | f) transmission |
| 7. Sprocket | g) add |
| 8. Inferior | h) reflection |

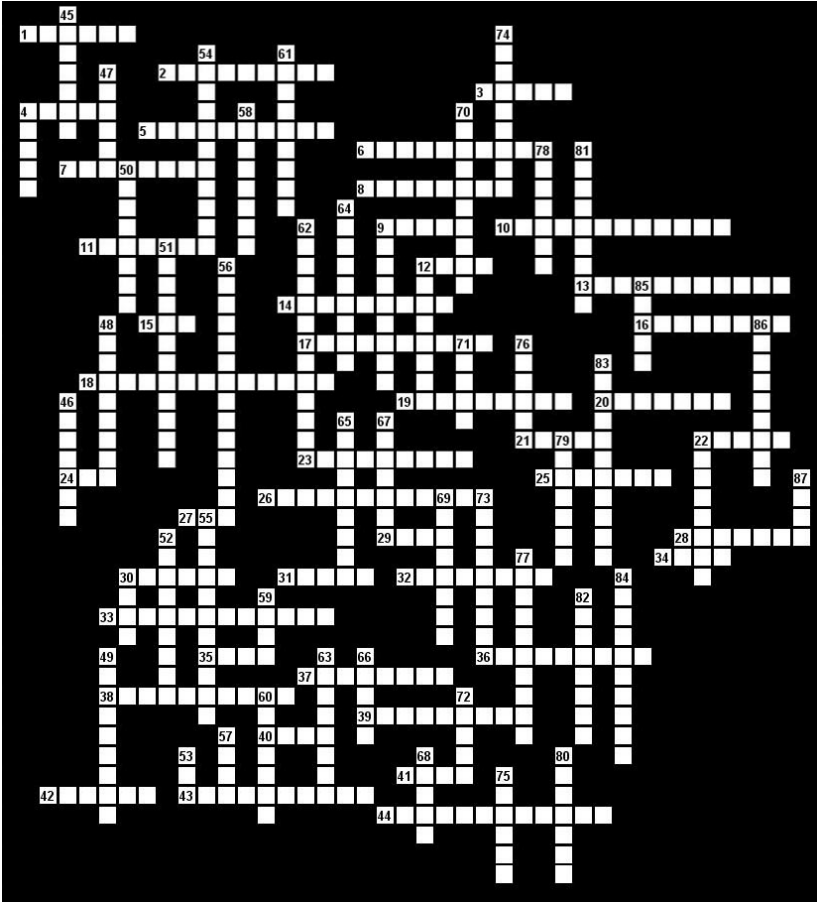
Ex. 3 Put the words in the correct order to make a sentence:

1. most / sound / zoom / with / Angeniux / 12 mm / popular / the / to / cameras / a range / on / lens / 120 mm / of / is / the /
2. a straight / zoom / camera / controlled / rod / of / the / lens / by / in / the / is / front /
3. competence / it / the / that / experienced / shows / in / category / is / the / photographer / last /
4. to / a zoom / binoculars / a five-power / 120 mm / is / equivalent / pair / lens / of / at /
5. is / to / viewer / the / or / snap / the / zoom / disturbing / zoom / pop /

Ex. 4 Match the sentences in A to their endings in B:

- A.
1. The work in flipping a three-lens turret is a continual nuisance,
 2. Most shots don't require panning, which is usually used to establish a relationship between two separated points,
 3. When a plane or car goes past,
 4. At "250 mm, which can only be achieved with a special and rather expensive zoom lens,
 5. At any focal length, the photographer can keep his camera steadier
- B.
- a) there is a tendency on the photographer's part to follow it and zoom in on the departing plane.
 - b) the field of vision and magnification is equivalent to 10x binoculars.
 - c) compared with the simplicity of cranking a small handle controlling a zoom lens.
 - d) if he pans than if he holds a fixed shot.
 - e) to encompass a wide scene, or to follow motion.

Part II
CROSSWORD
“Journalism as it”



ACROSS

1. Kind of damaging information
2. To transmit
3. The general impression that a person gives to the public
4. The political union
5. The advertising
6. A formal agreement, especially between nations
7. Political ...: a race between candidates for elective office
8. Father ... family's budget (he has power over budget, and the ability to organize it)
9. Groups of people in a political party that have particular beliefs or opinions
10. The distribution of audio and video signals (programs) to a number of people
11. The state of being alone or away from other people who may disturb you
12. A small section of a film that is shown separately so that people can see what the rest of a film is like
13. The information got by muckraking
14. A show or other item that is broadcast on the radio or television
15. (Brit. Informal) Television
16. The part of the general public interested in a source of information or entertainment
17. Affording grounds for legal action
18. A person who provides news
19. A meeting at which a journalist asks sb questions in order to find out his/her opinion, some other information
20. New performance of a play that has not been performed for some time
21. A mistake made by politicians making their speeches
22. A written or spoken description of journalist have seen, heard
23. Quality of people who look good on television
24. A tiny hidden microphone that secretly records people's conversations
25. Remote ...

- 26. A mixture of information and entertainment
- 27. Make somebody keep silence; infringement of freedom of press
- 28. A chance to see a play, film, etc before you perform it to other people
- 29. Violence
- 30. Remote control
- 31. (Informal) TV-set
- 32. Toothless ...
- 33. Intrusive methods used by paparazzi
- 34. Select to play, sing, or dance a part in a play, movie, musical, opera, or ballet; "He ... a young woman in the role of Desdemona"
- 35. Commercials
- 36. Legally enforceable ... controls, decided by law
- 37. A raised horizontal surface; "the speaker mounted the ..."
- 38. That which can legally be made the grounds of a law suit; "slander is an ... offense"
- 39. A written statement by a political party that explains what it hopes to do if it becomes the government in the future
- 40. A legal order to do or not to do sth given by a court of law or a person in authority
- 41. All the actors in a play, film
- 42. Person who watches television
- 43. Being a head of a republic, organization
- 44. Smear campaign against candidate

DOWN

- 4. Mass media
- 9. A public stroll by a celebrity to meet people informally
- 12. A planned series of attacks in a war
- 22. To practice a play, dance, etc before you perform it to other people
- 30. To make an object that you are filming appear bigger by using a special lens
- 45. To take part in a play; present

46. A platform raised above the surrounding level to give prominence to the person on it
47. The willful and unlawful crippling or mutilation of another person
48. A storage device on which information (sounds or images) have been placed
49. Sudden restriction on an activity
50. The first performance of a play, film, etc
51. Person hosting a programme
52. Photographers who take pictures without the subject's knowledge or permission
53. (Informal) Remote control
54. A film or program that gives facts or information about particular subject
55. The business of drawing public attention to goods and services
56. Such tours are tips that candidates go on
57. A person's part in a play
58. The position and importance of somebody, something
59. Commercials
60. A legal argument in a court
61. A person who wants to be elected
62. Things to do that interest and amuse people
63. Choosing a Member of Parliament etc by voting
64. A political scandal involving abuse of power; led to the resignation of Richard Nixon in 1974
65. For politics
66. (Informal) to cause sb to be unable to answer the question
67. Using hidden tiny microphone
68. Large, often open-air, political events with speeches, entertainment etc
69. Presidential ...in America, are held every 4 years
70. Limiting of freedom of the press
71. Something false that is written or printed about sb, that would make other people think badly of him\her
72. Something presents for the first time to the public

- 73 ... watchdog
- 74. Primary elections
- 75. Challenge aggressively
- 76. A measurement of the number of people who have watched a TV program
- 77. A formal suggestion that sb should be considered for an official position
- 78. A group of television or radio companies that broadcasts the same programmes in different parts of country
- 79. Film that has been shot
- 80. Skeptical of the motives of others
- 81. A film where real events are dramatized and reenacted by actors
- 82. Politicians on the stump or on the ... are electioneering
- 83. The quality of person, who behaves suitable according to situation.
- 84. Digging for dirt during elections
- 85. A raised floor in a theatre or concert hall etc on which actors, musicians perform
- 86. Severely repressive actions
- 87. Type of entertainment that has singing, dancing, acting etc.

Part III

SUPPLEMENTARY READING

Public Relations Society of America Code of Professional Standards for the Practice of Public Relations

Declaration of Principles

Members of the Public Relations Society of America base their professional principles on the fundamental value and dignity of the individual, holding that the free exercise of human rights, especially freedom of speech, freedom of assembly, and freedom of the press, is essential to the practice of public relations.

In serving the interests of clients and employers, we dedicate ourselves to the goals of better communication, understanding, and cooperation among the diverse individuals, groups, and institutions of society, and of equal opportunity of employment in the public relations profession.

We pledge:

To conduct ourselves professionally, with truth, accuracy, fairness, and responsibility to the public;

To improve our individual competence and advance the knowledge and proficiency of the profession through continuing research and education;

And to adhere to the articles of the Code of Professional Standards for the Practice of Public Relations as adopted by the governing Assembly of the Society.

These articles have been adopted by the Public Relations Society of America to promote and maintain high standards of public service and ethical conduct among its members.

1. A member shall deal fairly with clients or employers, past and present, or potential, with fellow practitioners, and the general public.

2. A member shall conduct his or her professional life in accord with the public interest.

3. A member shall adhere to truth and accuracy and to generally accepted standards of good taste.

4. A member shall not represent conflicting or competing interests without the express consent of those involved, given after a full disclosure of the facts; nor place himself or herself in a position where the member's interest is or may be in conflict with a duty to a client, or others, without a full disclosure of such interests to all involved.

5. A member shall safeguard the confidences of present and former clients, as well as of those persons or entities, who have disclosed confidences to a member in the context of communications relating to an anticipated professional relationship with such member, and shall not accept retainers or employment that may involve disclosing, using or offering to use such confidences to the disadvantage or prejudice of such present, former or potential clients or employers.

6. A member shall not engage in any practice which tends to corrupt the integrity of channels of communication or the processes of government.

7. A member shall not intentionally communicate false or misleading information and is obliged to use care to avoid communication of false or misleading information.

8. A member shall be prepared to identify publicly the name of the client or employer on whose behalf any public communication is made.

9. A member shall not make use of any individual or organization purporting to serve or represent an announced cause, or purporting to be independent or unbiased, but actually serving an undisclosed special or private interest of a member, client, or employer.

Questions:

1. What do members of the Public Relations Society of America base their professional principles on?

2. According to the articles of the Code adopted by the Public Relations Society of America, how can a journalist promote and maintain high standards of public service and ethical conduct?

3. Are there any Journalist or PR Specialists unions in Kyrgyzstan? What do you know about their activity?

International Perspective: The Global TV Marketplace

In fact, commercially supported broadcasting systems are proliferating throughout Europe. Since American TV programs have long been popular favorites throughout Europe and the rest of the world, it should be boom times for the companies that sell American programming overseas. Well, not quite.

Although American programs are still the most pervasive worldwide, they are seldom scheduled during prime time. Television has become so deeply embedded in a nation's culture that viewers demand something familiar and indigenous in prime time.

Added to this is the fact that a lot of recent American TV programming has become offbeat and quirky and may not appeal to viewers everywhere. Unlike *Dallas* and *Dynasty*, two prime-time soap operas with easily understandable themes that became popular in virtually every country where they were shown, shows like *Twin Peaks*, *Northern Exposure*, and *In Living Color* may be baffling to viewers in another country. Some American comedies, such as *The Cosby Show* and *Cheers*, do well overseas but shows like *Roseanne* and *Married... with Children* are too abrasive for foreign audiences. As a result, some countries are buying old and familiar programs like *The Waltons* and *The Dukes of Hazzard* to fill marginal time slots. Sometimes the actual show may not be exported but its concept is adapted to the local culture. *Wheel of Fortune*, for instance, has, among others, a French version, *La Roue cfe Is Fortune*, and a Spanish version, *La Routettade la Fortune*. America's *Funniest Home Videos*, which, incidentally, was inspired by a slipware Japanese television, has been licensed in Germany, France, Spain, and the Netherlands.

Occasionally, a show that was rather marginal in the U.S. will hit it big overseas. *Baf watch*, an NBC series about lifeguards which got mediocre ratings in the U.S., was the most popular American show on British TV in 1990. The soap opera *Santa Barbara* is shown in the evenings on French TV and captures almost half of the available audience. *Moonlighting* is still doing well on Greek TV and the long-canceled *Knight Rider* is remarkably popular in Germany. In any case, selling American TV shows overseas is a lot harder than it used to be.

Questions:

1. What kind of programs do the contemporary viewers tend to demand and why?
2. What is the reason for some countries to buy old and familiar programs from overseas?
3. Name the examples of made-abroad programs or soap-operas that captured your attention (like Santa Barbara or Who wants to be a Millionaire?). Why do you think they are so successful for a post-soviet TV-viewer?

Great Advertising Ideas that Failed

Sometimes ideas that look good at first glance may not turn out that way. Take Reebok's famous bungee jumper ad. Two people jump off a bridge with bungee cords tied to their feet. One is wearing Reeboks, the other Nikes. They fall until they reach the end of the cords. The jumper wearing the Reeboks dangles safely at the end of the cord. The other cord is attached only to an empty pair of shoes. The jumper, we assume, has perished. The voice-over says that Reeboks "fit a little better than your ordinary athletic shoe." Consumers didn't exactly warm to the notion of watching someone fall to their death, even in a "humorous" commercial. Hit by bad publicity, Reebok pulled the ad.

Then there was the mix-up with Premier, the "smokeless" cigarette, and TV Guide. The cigarette was being test marketed in Phoenix, Tucson, and St. Louis. Ads were supposed to appear in TV Guide in those markets and nowhere else. Somebody slipped up, however, and the ads appeared in all issues of TV Guide except those in Phoenix, Tucson, and St. Louis.

Then there was the print ad for Marriott's Residence Inn that dramatized the difference between the average stay at a Residence Inn versus the stay at most hotels, using jockey-type shorts. Above the words "most hotels" were two pairs of shorts while above "Residence Inn" were ten pairs. Many consumers were offended by having to look at what they thought was dirty underwear. Women especially objected to the ad. In an era when more and more women are traveling

on business, it's hard to understand why Marriott associated their inn with men's shorts.

Some ads surprise their creators by stirring up unexpected resentment on the part of some consumers. An ad for Coors Extra Gold offered a humorous solution for how to order at a crowded bar. The star of the ad played a polka on the jukebox and the piece emptied out. Polish-Americans in general and the polka industry in particular were offended by the ad and circulated leaflets suggesting Polish beer drinkers stay away from the brand. Coors pulled the ad and was even considering running a "pro-polka" spot to make up for it.

Similarly, Continental Air Lines faced threats of a boycott from Asian-Americans who objected to an ad showing a samurai warrior slashing an airline seat in half to demonstrate reduced airfares. A Black Flag insecticide commercial offended veterans' groups because it played "Taps" to mark the death of the bugs it killed. These days you can't be too careful.

Questions:

1. What is the example of company which pulled the ad hit by bad publicity?
2. What ads offended the Polish-Americans, the Asian-Americans and the veterans?
3. Name examples of local advertisements that stir up resentment on the part of consumers.

Subliminal Advertising

Subliminal persuasion consists of sending persuasive messages just below the threshold of perception. (In psychology, the perceptual threshold is called a "limen," hence the term "subliminal.") Whether or not subliminal persuasion really works in ads it has been an advertising controversy for about thirty years. It all started back in the 1950s with an experiment in a movie theater. While the movie was playing, messages were flashed on the screen for about 1/3000 of a second, too fast for the conscious mind to perceive them. The messages said "Drink Coca-Cola" and "Eat Popcorn." The experimenters claimed

that sales figures jumped 57 percent for popcorn and 18 percent for Coke in the six weeks of the study. Was subliminal persuasion at work? Probably not. All subsequent attempts to replicate this finding failed. Quite probably the increased sales were the result of the particular film that was shown—Picnic. This movie had plenty of scenes of people eating and drinking in hot summer weather, which probably inspired the audience to imitate the actors. Other experiments have indicated that subliminal persuasion is unlikely. Perceptual thresholds vary tremendously among people. Even if the message was perceived, it would probably be distorted. “Eat Popcorn” might come out “Cheat Your Horn.”

The subliminal controversy erupted again in 1972 with the publication of *Subliminal Seduction* by Wilson Bryan Key. The author claimed that advertisers manipulated consumers by deliberately embedding sexual symbols and words within the artwork of their ads. Key’s book contained illustrations of this alleged subliminal persuasion. These examples ranged from supposed phallic symbols hidden in the ice cubes in the illustration for a liquor ad to a four-letter word allegedly hidden in an ad for dolls. Most people who saw Key’s examples were hard pressed to find the images he described without a huge dose of imagination and poetic license. It turned out, however, there was at least a tiny particle of truth to Key’s charges. Several photographers and photo touch-up artists confessed that they had indeed introduced carefully disguised sexual references to ads as a private practical joke. These instances were few in number, and it hardly constituted a conscious manipulation by the advertising industry.

In any case, there is no proof that ads with camouflaged sexual content sell better than the tamer versions. Subliminal persuasion is fun to talk about but there is little evidence that it exists.

Questions:

1. What is subliminal persuasion?
2. How can the companies make sales figures up using ad messages in movie theatres?
3. Does subliminal persuasion apply to all people in the same way?
4. What are the arguments against subliminal perception?

What is “Actual Malice”?

Many people are confused by the meaning of the phrase “actual malice” as it applies to defamation. Some individuals mistakenly think that a person who is defamed has to prove evil motives, spite, or ill will on the part of the person or medium that allegedly committed the defamation. Not so. In the famous New York Times Sullivan case, the Supreme Court defined actual malice as (1) publishing something that is known to be false (“I know what I’m publishing is not true but I’m still going to publish it anyway.”); or (2) publishing something with reckless disregard for whether it’s true or not (“I have good reason to doubt that what I’m publishing is true, but I’m still going to publish it anyway.”).

A recent libel case involving CBS, inc., and Walter Jacobson, a news anchor and commentator at WBBM-TV (the CBS affiliate) in Chicago, illustrates this definition. The Brown & Williamson Tobacco Corporation (maker of Viceroy cigarettes) claimed that Jacobson libeled their company when he charged during a TV commentary that Viceroy was using an ad campaign to persuade children to smoke. Viceroy, said Jacobson, was equating cigarette smoking with “wine, beer, shaving or wearing a bra ... a declaration of independence and striving for self identity ... a basic symbol of the growing up process.” The commentary cited as evidence a Federal Trade Commission report that claimed the company had been advised by its advertising agency to launch such a campaign. Brown & Williamson, forced to prove actual malice on the part of Jacobson because of the company’s position as a public figure, denied ever having launched such a campaign. In fact, company lawyers argued that Brown & Williamson was so outraged by its ad agency’s advice that it fired the advertising firm. Further, Brown & Williamson argued that Jacobson knew this fact before he broadcast his commentary. In court, one of the officials for the tobacco company testified that a researcher for Jacobson had been told that the ad agency had been fired and that the campaign was not used. During the trial, Jacobson said that he had rejected a suggestion from this researcher that a disclaimer should be included in the commentary stating that Brown & Williamson had not used the campaign.

Evidently, this fact was enough to convince the jury that Jacobson knew that what he was saying was false—thus establishing actual malice. The jury found in favor of the tobacco company and awarded Brown & Williamson more than \$5 million in damages.

For their part, Jacobson and CBS still maintain that the commentary was an accurate summary of the Federal Trade Commission report and that Brown & Williamson had a strategy directed toward children, even if the company didn't fully implement it. In late 1985, CBS announced plans to appeal the decision. The appeal was decided in 1988 in favor of the tobacco company. CBS was ordered to pay \$3.05 million in damages.

Questions:

1. Define “actual malice”.
2. What is the case involving The Brown & Williamson Tobacco Corporation and CBS TV reporter about?
3. Do you know any libel cases involving local TV networks?

**Measuring Ad Readership
in the Print Media: The Starch Reports**

One of the things that an advertiser needs to know is how many people are exposed to his or her ad in a newspaper or magazine. Since the early 1920s, the Starch organization (formal name: Starch INRA Hooper, Inc.) has been providing this form of feedback to the advertising industry. Every year Starch measures approximately 100,000 ads in more than 100 publications, including consumer magazines; business, trade, and industrial publications; and newspapers. Each Starch readership study is based on interviews done with a representative sample of 100-150 readers of the publication under study. Once it has been determined that a respondent actually has read a publication, a Starch interviewer then goes through a copy of the magazine or newspaper ad by ad and asks whether the person can recall seeing the ad and its various components (headline, illustration, copy, etc.). After all questions are asked, each respondent is classified into one of four categories:

1. Nonreader: a person who didn't remember having seen the ad.
2. "Noted" reader; a person who remembered having previously seen the ad.
3. "Associated" reader; a person who not only "noted" the ad but also saw or read some part of it that clearly indicated the brand or advertiser.
4. "Read-most" reader: a person who read more than half of the written material in the ad.

A Starch Readership Report includes a copy of the publication in which labels have been attached to all of the ads under study. These labels report the readership score of the entire ad as well as reading score for each of the ad's component parts. For example, for one particular ad, 19 percent of the sample might be classified as "noted" readers, 16 percent as "associated" readers and 6 percent as "read-most" readers. In addition, the Starch data would also tell the advertiser that 20 percent saw the illustration that went with the ad, 13 percent read the headline, and 11 percent read some of the ad copy, and so on.

By using the feedback provided by the Starch organization, advertisers can compare one ad campaign against another to see which was more effective, compare the scores of their ads with the scores of competitors' ads, and isolate what layout and copywriting factors are related to high readership.

Questions:

1. Name one of the most important things every advertiser needs to know.
2. What does the Starch organization deal with?
3. What groups are the respondents classified into?
4. What is included in A Starch Readership Report?
5. How is the comparison of ad campaigns' effectiveness carried out?

Television and Childhood's End

As the text suggests, the mass media, especially television, play an important role in the socialization of children. But is it possible that television is also changing the experience of childhood itself? Professor Joshua Markowitz of the University of New Hampshire, for one,

thinks that it is. In fact, he argues in his book *No Sense of Place* that television is subtly putting an end to what we used to call “childhood.” Here, in condensed form, is what Professor Markowitz suggests.

Back in the nineteenth and early twentieth centuries, children were looked upon as innocent and weak creatures that had to be shielded from the harsher realities of life. Children were dressed differently from adults; they had their own games; there were words and topics that were taboo for children or for adults in conversations around children. The school system consisted of rigid grades that defined what children of certain age should or should not know.

Recently, however, all of that seems to be changing. It is no longer unusual to see kids dressed in designer jeans and three-piece suits and other outfits that mimic adult clothing. At the other end of the spectrum, adults now dress in Superman T-shirts and sneakers and wear Mickey Mouse watches – grownup versions of play clothes. The distinction between children’s play and adult play has also been obscured. Adults now zip around on roller-skates and skateboards and attend summer camps. The new “toys” made possible by electronic technology – computer and video games – can be and are being played by both adults and kids. Further, the list of taboo topics unfit for children to know has shrunk and, more importantly, children are learning previously taboo topics at younger and younger ages. Formal programs of sex and drug education, for example, are hampered because young people frequently enter them having considerable experience with the topics and with their opinions already formed. The changing nature of childhood is readily apparent in mass entertainment. The Shirley Temple films of the 1930s have given way to the Macaulay Culkin films of the 1990s. What has TV had to do with this changing nature of childhood? Professor Meyrowitz contends that TV has changed the pattern and sequence of access to social information. When a society moves from dependence on one medium as a primary information source to another, there are shifts in the ease with which certain information becomes available.

For example, in the early part of the century, print was a primary means of communicating social information. Young children had to master complex reading skills before they were able to have access

to information in print. Thus young children without the necessary symbolic skills were automatically forbidden access to information contained in books, newspapers, and magazines. Moreover, printed information could be directed at children of different ages simply by varying the complexity of the message.

Television, however, is completely different. It takes little skill to watch television, and the information it provides is available to all who watch it. Thus second-graders, ninth-graders, and adults are all simultaneously exposed to programs about junkies, prostitutes, crooked cops, adulterous parents, and unscrupulous politicians. In fact, with TV, shielding children from such information is extremely difficult. An adult book might be hidden in a drawer or stored on a high shelf, but the TV set is available to everybody. More than half households in the United States have more than one TV, and many of these sets are located in children's rooms. Even the advisories placed at the beginning of some programs ("This show deals with adult themes and situations. Parental discretion is advised.") can have a boomerang effect by increasing the child's interest in what follows.

Additionally, in a print culture, children were given an "onstage" view of adults. Traditional children's books presented idealized and stereotyped versions of adult behavior. Politicians acted nobly; parents knew what was best; the teacher was always right. In a television culture, children are shown a "backstage" view. Newscasts, situation comedies, and dramatic programs show children crooked politicians, pressed parents, and incompetent teachers long before they get the idealized view. Children also learn that adults play roles. They act one way in front of children and another way when children are not present. This fact also reduces the traditional distance between children and adults.

In short, the information presented on TV immediately thrusts children into the adult world. It is no longer possible to go through the leisurely process of socialization by stages that typified print culture. As Professor Markowitz sums up: "In the shared environment of television, children and adults know a great deal about each other's behavior and social knowledge—too much, in fact, for them to play the traditional complementary roles of innocence vs. omnipotence."

Questions:

1. Can television change the experience of childhood, according to the text?
2. How were the children looked upon back in the nineteenth and early twentieth centuries?
3. What examples of modern dress culture may serve as a confirmation of the statement that the distinction between children's play and adult play has been totally obscured?
4. What part did the TV play in children learning previously taboo topics at younger and younger ages?
5. What is the difference between print and TV culture on influencing on children?
6. Think about the possible ways to solve the problem of children being exposed to the impact of the adult-TV raised in the text.

The Whale Tale

In October of 1988, three California gray whales stayed too long at their feeding grounds north of Point Barrow, Alaska, and were trapped by ice. Normally, this would not draw attention; every year several whales get caught beneath the ice and perish. In the spring their carcasses wash ashore and serve as food for polar bears and other animals. Their deaths are lamentable, but they are a necessary part of the food chain that sustains the fragile Arctic ecosystem. These three whales, however, were luckier than most. They got trapped just twenty miles from a satellite uplink earth station. The story of their rescue reveals a lot about how news, particularly TV news, works.

Eskimos first discovered the trapped whales and reported their plight to two biologists working for the Department of Wildlife Management. The two biologists brought along a two-person camera crew from the local TV station and shot a powerful video of the whales struggling to breathe.

News of the video reached TV stations in the tower 48 and a Seattle TV station alerted NBC News, which used the footage to close Tom Brokaw's nightly newscast. Once the story broke, Point Barrow,

Alaska, became the focal point of one of the biggest media events of the late 1980s. During the next two weeks, 150 journalists from four continents would descend on Barrow (that's about one journalist for every seventeen residents). In addition, representatives from the U.S. Coast Guard, the big oil companies, Greenpeace, and the American and Soviet governments turned Barrow into a boom-town. Motel rooms (what few there were) went for \$300 a night. Eskimos charged \$400 each way for dog sled rides to the whales; a five-minute shower went for \$50. Ultimately, about \$6 million was spent covering the saga of the whales.

Why all the commotion? The story was perfect for television. It had great visuals. The video of the whales rising to breathe was compelling and forceful. It even overshadowed the less photogenic upcoming U.S. presidential elections. Just three weeks before the national elections, the whales led all of the three network newscasts; the Bush-Dukakis race took a back seat.

The story was simple and required little analysis. It was a race for freedom; the whales would either make it or they wouldn't. TV has trouble covering more complicated stories. For example, alcohol and drug abuse are higher among the Eskimo population in Barrow than among any other ethnic group in the rest of the U.S. The complicated reasons for this were not explored by the national news agencies.

Third, the story had tremendous human interest value. Whales were a hot topic and efforts to save them made for a great emotional appeal that seemed to involve everybody. (After NBC first aired the story, their switchboards were jammed with people calling up and offering to help. Less involving stories are less likely to make a national newscast.) For example, the government of Iceland nearly fell as a result of the publicity given the whales. Iceland, which has a whaling industry which killed seventy-five whales in 1988, became the target of West German activists who seized upon the whale publicity to urge a boycott of all Icelandic fish products. The government finally enacted a two-year moratorium on whaling. Ironically, the Soviet Union, which slaughtered more than 150 whales that same year, was praised because one of its icebreakers helped save the trapped whales. Also

not making much of a splash on the network news was the fact that Japan, which supposedly signed an agreement in 1986 to outlaw commercial whaling for five years, was still very much in the business. A loophole in the 1986 agreement gave Japan the right to hunt whales for scientific purposes. By the late 1980s, the Japanese were killing more than a thousand whales every year for “scientific” reasons, about the same number that were harvested when commercial whaling was allowed.

Finally, the story eventually took on a life of its own. There was so much media attention that the story became important simply because of the media attention. TV crews from Japan and Australia traveled thousands of miles to Alaska to cover not so much the event itself but the media attention surrounding the event. The story got so big it eclipsed other potentially newsworthy happenings in the area. During the height of the efforts to save the whales, three children perished in a fire that occurred right across the street from the Barrow Fire Station. The firefighters had gone home early to get some sleep. They were exhausted from working long hours to help save the trapped whales. Few news agencies even mentioned this tragedy. The media event finally ended when two of the three whales survived and made it to open water. Biologists considered tagging the whales with an electronic device so that their ultimate fate might be mentioned. This was not done, in part because of fear of the backlash that might occur if both whales subsequently perished before making it back to their feeding grounds off California – that would have ruined the story.

Questions:

1. What made the 1988 story with Californian gray whales popular?
2. What is the approximate sum of money spent covering the saga of the whales?
3. Why did the whale-story arouse such a commotion that it even beat the Bush-Dukakis presidential race in ratings?
4. What kind of stories are most likely to make a national news-cast?
5. What did the whole story finish with?

Winning the PR War

Perhaps the most telling moment in the struggle for public opinion during the recent Persian Gulf War came not on the battlefield nor in the Oval Office nor in the press briefing rooms in Saudi Arabia. Instead, it came on Saturday Night Live. An opening bit designed to look like one of the military briefings that had become familiar to all Americans satirized not the military but the press. The reporters in the skit were portrayed as short-sighted and insensitive, asking patiently inappropriate questions: “What’s the one piece of bad news you can give us that would most demoralize our troops?” President George Bush later reported that the Saturday Night Live skit fully convinced him that public opinion was on his side.

Throughout the war, the military public relations operation went almost as smoothly as the war itself. The military briefings were filled with facts and figures and delivered by officers who were candid and skilled at performing on TV. Restrictions on what could be covered galled journalists but resulted in stories that showed the American efforts in a positive light. Military moves were also conducted with a nod to PR. The first aerial ace of the war was a Saudi who shot down two Iraqi jets. It was later revealed that American pilots were closer to the Iraqi planes but the Saudi pilot was vectored to their location so that he could receive the “Top Gun” coverage.

The military also used the press to strategic advantage. Coverage of massive rehearsals for an amphibious invasion was used as a diversion. No amphibious landings ever occurred. Before the ground offensive started, reporters were taken to see troops near the Kuwaiti border in an effort to distract Iraqi attention from the main thrust which was taking shape miles to the west. Perhaps the most memorable PR event took place after hostilities were over when General Norman Schwarzkopf gave a 57-minute briefing on the allied strategy that won the war. His performance was so memorable that video-cassettes of it were made available for sale to the general public.

Questions:

1. What was the most telling moment in the struggle for public opinion during the Persian Gulf War?

2. In what way was the U.S. military operation in the war shown on TV?

3. What is the “Top Gun” coverage?

Measuring the effects of Ads Directed at Children

Much of our knowledge about the impact of advertising on children comes from surveys or from laboratory experiments. Both sources are helpful but both have shortcomings. The experiment yields information about cause and effect but suffers from artificiality. The survey method is more natural but yields no firm evidence about causation. A technique that helps bridge the gap between them is the field experiment, which gives some information about what causes what and is not as artificial as a lab experiment.

Such an opportunity presented itself in Quebec, Canada. In 1980, a law passed in Quebec eliminated TV commercials directed at children throughout most of the schedule, including Saturday and Sunday mornings and after school. Children in Quebec, however, could still receive all three American networks with their programs that contained commercials. As reported in the November, 1990, *Journal of Marketing Research*, Professor Marvin Goldberg took advantage of this situation and conducted a field experiment. He reasoned that English speaking children would be more exposed to American commercial TV than would French speaking children. Consequently, the impact of commercials aimed at kids might be detectable if these two groups of youngsters were compared.

Professor Goldberg measured two variables designed to gauge ad influence. One was awareness of toys currently on the market and the other assessed how many different brands of cereal were in the children’s homes (toys and cereal ads make up a significant portion of commercials during kids’ TV). The results showed a definite impact of exposure to commercials. The English speaking children were able to identify fifteen toys currently on the market; the French speaking children could identify about eight. The English speaking children also had significantly more brands of cereal in their home than did their French language counterparts. Income played a role

in this relationship but exposure to commercials also had a separate effect.

Professor Goldberg concludes that Quebec's law apparently reduced the French children's exposure to ads for cereals which in turn reduced their cereal consumption. Moreover, reduced exposure to toy commercials left French youngsters unaware of many toys in the market and presumably less inclined to pressure their parents to buy them, it has not been established if a comparable law in the U.S. would have the same effect.

Questions:

1. What are the advantages and disadvantages of the survey method?
2. Name the two variables measured by Professor Goldberg to gauge ad influence.
3. Do you think passing a law comparable to Quebec's one can be effective in our country? Why?

The Dangers of Live ENG

News reporters are well aware of the many things that can go wrong during a live report from the field. It takes an agile mind to cope with all the complications. For example, a reporter in a northeastern city was assigned to do a story on an increase in bus fares. A perfect spot, thought her news director, for a live interview with some disgruntled bus riders.

The reporter was sent to a metropolitan bus stop where she found three typical bus riders waiting for the 6:10 bus that would take them to their homes far away in the suburbs. This seemed to work out fine because the reporter was scheduled to go on the air live at 6:02 and do a three-minute interview segment- She lined up her three interviewees and waited for her cue. By this time, she only had about five minutes to wait before the news show went on the air.

Then things started to go wrong. A gang of teens rode by on their bicycles and started shouting obscenities at the reporter. Luckily, she and her camera operator managed to chase them away before six o'clock. At one minute after six, the reporter heard through her

earpiece that her report was going to be delayed a bit. She and her three bus-riding interviewees waited patiently. At exactly ten minutes after six, the reporter heard the director say that they would be coming to her for her three-minute report in a matter of seconds. She breathed a sigh of relief. Suddenly, the 6:10 bus pulled up and the three riders, not willing to wait another hour for the next bus, got on. The bus doors closed and the bus drove off, leaving the reporter completely alone with not another person in sight. At that very moment, the ENG camera went live and the reporter faced the longest three minutes of her career.

Questions:

1. What assignment was the reporter to do?
2. What prevented her carrying this report out successfully?
3. Think about other obstacles that may lead to a live report going wrong.
4. Would you personally like to be a live-reporter on a TV?

KEYS

Text 1. Broadcast News vs. Newspaper News

Ex. 1

1. occupies
2. provide
3. absorb
4. wrapped up
5. print
6. duplicate
7. replace

Ex. 2

- a. earshot
- b. wander
- c. absorb
- d. wrap up
- e. foolish

Ex. 3

True – a, c

False – b, d, e

Text 2. Propaganda

Ex. 1

1. a
2. c
3. b
4. b
5. c
6. a

Ex. 3

1. a
2. b
3. a

Ex. 4

False: 1, 2, 4, 5, 7, 8

True: 3, 6

Text 3. The Younger Audience

Ex. 1

1. sandwiched
2. stare
3. illustrated
4. cooperate
5. bewildered

Ex. 2

1. to tackle
2. to dominate
3. to sandwich
4. to illustrate
5. to toss
6. delightful
7. promotion

Ex. 3

True – 3, 5

False – 1, 2, 4

Ex. 4

1. to tackle the problem
2. pace of development
3. to sit sandwich
4. stare
5. to dominate one's emotions

Text 4. Journalism in the Era of the Web

Ex. 1

Match the meaning with the correct word:

1 – b, 2 – a, 3 – c, 4 – g, 5 – f, 6 – e, 7 – k, 8 – d.

Ex. 2

Check your memory for:

Struggling to apply old-fashioned news standards, efficient ways to probe, the capacity to search documents, the immediacy of television, to come full circle, new medium is reminiscent of a time when newspapers were feisty and combative, to develop strong guidelines, made “by the seat of the pants”, provide additional sources.

Ex. 5

Make new words with the base words and use them in the sentences of your own:

1 - d, 2 - m, 3 - k, 4 - f, 5 - l, 6 - e, 7 - c, 8 - l, 9 - b, 10 - g.

Text 5. Why Democracy Needs Investigative Journalism**Ex. 1**

Match the meaning with the correct word:

1 - e, 2 - f, 3 - a, 4 - k, 5 - c, 6 - g, 7 - b, 8 - l, 9 - d.

Ex. 2

Check your memory for:

Following them all the way to the White House, the reportage led to congressional investigations and the ultimate resignation of President Richard Nixon, investigative journalism does not seem to be the brightest star in the firmament of American news, major urban newspapers in the United States have produced articles that have revealed corruption, injustice, and environmental mismanagement, denunciations result from the work of reporters rather than from information leaked to newsrooms, its role can be understood in keeping with the Fourth Estate model of the press, the media have eclipsed other social institutions as the main source of information about issues and processes that affect citizens' lives.

Ex. 4

Make new words with the base words and use them in the sentences of your own:

1 - k, 2 - g, 3 - c, 4 - f, 5 - d, 6 - b, 7 - e, 8 - a.

Text 6. The Role of the Media in Building Community

Ex. 1

Match the meaning with the correct word:

1 – d, 2 – e, 3 – m, 4 – l, 5 – a, 6 – c, 7 – k, 8 – g, 9 – b, 10 – f.

Ex. 2

Check your memory for:

It's no longer enough for journalists themselves to think they are doing a good job; readers have to agree that journalism plays an essential role in our democratic society; press should not be able to use hidden cameras for newsgathering; older models of journalism were often tagged as "lapdog"; «guide dog» journalist not only gives the people news and information but also helps them do their jobs as citizens

Ex. 3

Find the synonyms of the following words:

1 – g, 2 – e, 3 – d, 4 – a, 5 – b, 6 – c, 7 – f.

Text 7. Radio News

Ex. 1

fresh information; alternate route; life-or-death consequences; radios for a voice of

guidance; news tips; put somebody on hold; cross-listed something; solid news; accidenta release; the rich get richer; a well-intentioned caller; a main thoroughfare; air an advisory.

Ex. 2

a – 5; b – 1; c – 2; d – 6; e – 3; f – 4.

Ex. 3

Свежая информация; жизненно-важные решения; радио, как голос наставления (управления); новостные подсказки и вопросы; держатьв неизвестности; сжатые новости; богачам все сливки; главная дорога; сообщение в прямом эфире.

Ex. 4

a – 3; b – 2; c – 1; d – 2; e – 4; f – 1; g – 1.

Text 8. Tape Recording

Ex. 1

a – button; b – to take \ newsroom; c – eliminate; d – microphone; e – bulletins; f – dub in; g – news; h – tape.

Ex. 2

Inexpensive; newsroom; broadcast; microphone; fall away; available; unwanted; pot down; take up; patch over.

Ex. 4

1 – d; 2 – e; 3 – a; 4 – b; 5 – f; 6 – c.

Text 9. Audio News Services

Ex. 1

1 – to going; 2 – belong to; 3 – to refine; 4 – to make; 5 – to satellite; 6 – to exchange; 7 – spot to; 8 – to run.

Ex. 2

1 – 5; 2 – 6; 3 – 4; 4 – 3; 5 – 1; 6 – 2.

Ex. 3

a – advice; b – tiff, c – announcer; d – stretch; e – conductor; f – hamlet; g – sputnik.

Ex. 4

1 – c; 2 – e; 3 – d; 4 – a; 5 – f; 6 – b.

Text 10. Newscaster

Ex. 1

1 – D	4 – A
2 – C	5 – E
3 – B	6 – F

Ex. 2

- | | |
|-------|-------|
| 1 – d | 4 – b |
| 2 – b | 5 – c |
| 3 – a | |

Ex. 4

- 1 – a. c. b.
 2 – b. c. a. d.
 3 – d. b. c. a. e.

Text 11. A Sense of the News**Ex. 1**

For parts of the sentences:

- | | |
|-------|-------|
| 1 – c | 5 – d |
| 2 – a | 6 – f |
| 3 – b | 7 – h |
| 4 – e | 8 – g |

For the sentences: 3. 2. 4. 5. 1. 6. 8. 7.

Ex. 2

- | | |
|-----------------|-------------------------|
| 1. intelligent | 5. to pronounce |
| 2. somber | 6. accurately |
| 3. human | 7. to apologize; to say |
| 4. keep abreast | 8. to handle |

Text 12. Contact with the audience**Ex. 1**

- | | |
|-------|-------|
| 1 – C | 4 – B |
| 2 – A | 5 – E |
| 3 – D | |

Ex. 2

- | | |
|------|------|
| 1. b | 3. b |
| 2. a | 4. c |

Text 13. Advertising

Ex. 1

1. *Advertising is a message designed to promote a product, a service, or an idea.*
2. *The main purpose of the most advertising is to sell products or services.*
3. *Advertising is a way to inform large numbers of people about product or services for sale and to persuade them to buy.*
4. *Advertising is also used by individuals, political parties and candidates, social organizations, special interest groups and the government.*

Ex. 2

1. Competition – *emulation; rivalry* 1) – c)
2. Advertise – *promote; publicize; boost* 2) – e)
3. Gain – *profit; benefit; increase* 3) – b), a)
4. Persuade – *convince; induce* 4) – d).
5. Advertisement – *commercial*

Ex. 3

- | | |
|----------------|----------------------|
| 1. to promote | 5. to inform; to buy |
| 2. to sell | 6. to advertise |
| 3. to persuade | 7. to win |
| 4. to create | 8. to provide. |

Text 14. Advertising in the United States

Ex. 1

Words are arranging in the text by the next order: multibillion dollar industry; value; spent; the costs; newspapers; magazines; widespread; enormous; encourage; promotes; shape; raise; restricted; limit.

Text 15. Ways of advertising

Ex. 1

- | | | | |
|------|------|------|-------|
| 1. c | 4. d | 7. f | 10. j |
| 2. a | 5. e | 8. g | |
| 3. b | 6. h | 9. i | |

Ex. 2

- | | | |
|--------|--------|--------|
| 1. Yes | 3. No | 5. Yes |
| 2. No | 4. Yes | 6. No |

Ex. 3

- | | |
|------|------|
| 1. B | 4. F |
| 2. D | 5. A |
| 3. E | 6. C |

Text 16. Relevant information**Ex. 1**

compelling presentation; very important moment in creating the ad; target market; task of advertising; the goal of message strategy; production; visual and verbal creativity; informative and persuasive advertising.

Ex. 2

- | | |
|---------------|-------------|
| 1. compelling | 4. relevant |
| 2. creative | 5. visual |
| 3. persuasive | 6. image |

Ex. 3

1. a
2. d
3. c
4. b
5. c

Ex. 4

1. a copy or close likeness
2. a thing which a person aims to do
3. to do with the matter being discussed
4. some paper with writings
5. when it can make do something
6. when something is arranged in its own way
7. the exact direction where you won't lose

8. anything aimed at or wished for
9. when something is made in an unusual way
10. planning some situation

Ex. 5

Students should answer the questions in their own way.

Text 17. Creativity

Ex. 1

- | | |
|------|------|
| 1. c | 3. a |
| 2. d | 4. b |

Ex. 2

Students should answer the questions in their own way.

Ex.3

1. He said that he would like to tell us what is a real creative strategy
2. He said that he also believed wholeheartedly in the power of brilliant execution.
3. He told us if we could do that regularly, we could help getting rich and famous.
4. He asked to describe the task in terms of the stage of the hierarchy of effects.
5. Norman Berry of Oglivy & Mather said that there was nothing, in his view, so stupid, or so wasteful of time, talent and money, as to produce a whole lot of work saying one thing brilliantly, when in fact one should have been saying something else in the first place.

Ex. 4

1. a thinner cigarette see not only cigarette for women but also as a symbol of equality for women
2. a bar of soap with pumice in it and
If you can ... see not only an efficient hand washer ... you can create

look at ... the solution to the problem of “Public Dirt” ... real ... creative strategies

3. a glass of chocolate milk and see it not as just yummy thirst –quencher or hunger fighter but as a cure to kid’s whimsicalities

Ex. 5

Students should answer the questions in their own way.

Questions to practice according to the whole topic “Message Strategies”:

Students should answer the questions in their own way.

Text 18. Daily Assignments

Text 19. Illustrating the weather.

Ex. 2

1 – d; 2 – h; 3 – a; 4 – g; 5 – b; 6 – c; 7 – e; 8 – f.

Ex. 3

The media plays a valuable role in keeping us informed and entertained. However, many people believe it has too much power and freedom. News broadcasts let us know about events practically as they happen. Newspapers are often accused of libel by angry politicians who dislike reading lies about themselves. Of course, it is not just the papers which are to blame. Because communication technology was very basic, the news we received was often days or weeks old. Sex and violence are increasing on the television. It’s not a family film as it’s a bit messy in parts and some scenes are very gory.

Ex. 4

1 – satellite; 2 – horizontally; 3 – to fascinate; 4 – tedious; 5 – electrically; 6 – thermostat.

Text 20. Weather Jargon

Ex. 1

weather; meteorologist; forecast; thunderstorm; tornado; low-pressure; newscast; shower; conditions.

Ex. 2

A	B
Weather reporters and news directors assume	that viewers understand what weather news is all about and get some useful information from it.
Despite the evident lack of retention and understanding of weather information,	the audience appeared to be satisfied with TV weather reports in general.
On the other hand, if we don't get "shower activity"	we'll have "zero precipitation," which means that <i>it won't rain</i> .
Weather forecast need	not sound so dreadful.
Three out of four television viewers who were called during the 75 minutes immediately following a newscast	could remember nothing of national weather conditions.
The weatherman gives us some pseudo-technical talk about high- and low-pressure areas	just to reassure us that he knows more about weather than we do.
Shower activity is	expected tonight.
All we want to hear is	whether we ought to take along a raincoat or not.

Ex. 4

A - 3; B - 6; C - 7; D - 8; E - 1; F - 5; G - 4; H - 2.

Ex. 5

Sources of Weather News

The National Weather Service provides a weather **wire** to subscribers at no charge except for machine rental and drop charges. In some **communities** the Weather Service even pays the phone line charges. The information itself comes free to everyone. Television

stations, radio stations and newspapers have benefited from this **arrangement** for years. The public is the **ultimate** beneficiary. At first only the larger cities got the service, but in the early Seventies it was extended to media **outlets** in smaller communities through what is called the NOAA (for National Oceanic and Atmospheric Administration) weather wire. The feed is **identical** to the major city weather wire.

Stations without a weather wire get some weather news from the AP and UPI radio wires. Telephone calls to the local National Weather Service office **garner** still more information. Radio stations sometimes take a telephone feed from a weather **bureau** meteorologist just for the **sake** of having a feed from someone who sounds as if he knows what he is talking about.

Ex. 6

1 – true; 2 – true; 3 – false; 4 – false; 5 – true; 6 – false.

Text 21. Yellow journalism

Ex. 1

1. No, it doesn't. The expression «pejorative reference» emphasizes your negative attitude to the situation.
2. If something is detrimental, it is very harmful.
3. Principles of journalistic integrity refers to frank and honest methods.
4. If something show superficial resemblance, it has remote resemblance.
5. Yes, it is.
6. If you use sensationalism, profiteering, jingoism and propaganda, your methods refer to yellow journalism.
7. Yes, you do.
8. No, you couldn't. The term «sporadic» refers to occasional event.
9. No, it doesn't.
10. Yes, it does.
11. You use the term «proliferation» when something is increasing in number.

12. The sensationalized human-interest stories of the yellow press increase circulation and readership.
13. If somebody is outraged by your behavior, he doesn't like it.
14. If somebody was a rebel at school, he was not disobedient child.
15. The heroes must contend with such position.

Ex. 2

1. b
2. d
3. a
4. c

Ex. 5

The expression «yellow journalism» is a pejorative reference given to various practices or tendencies of news media organizations which, by the standards of journalistic professionalism, are considered to be unprofessional and detrimental to the principles of journalistic integrity as a whole.

In news organizations which we refer to yellow journalism dominant principles such as sensationalism, profiteering, and in some cases propaganda and jingoism.

News anchors may be chosen not for their skills at journalism, but rather for their presentation, appearance, and personality.

Reputation and ethics do not necessarily coincide at all times. Many journalists find conflicts between their employment and their professionalism as journalists.

The early practitioners in yellow press were Joseph Pulitzer and William Randolph Hearst. Two early yellow newspapers were Pulitzer's New York World and Hearst's New York Journal American.

The term derived from the color comic strip character The Yellow Kid, who appeared in both these papers.

Hearst Newspapers consistent emphasis on episodes showing a humanitarian crisis among Cubans at the hands of Spanish troops. The Spanish denied the crisis and said Hearst was lying. The stories, combining both a sense of urgency and moral outrage.

Hearst lost much of his personal prestige when one of his columnists, Ambrose Bierce recommended the assassination of President McKinley (in his article) and seven months before he was indeed assassinated.

In many movies, sitcoms and other works of fiction, reporters often use yellow journalism against the main character, which typically works to set up the reporter character as an antagonist.

Text 22. News and information programming

Ex. 2

news anchor	news reader
gather news	look for news
background information	hidden motive of event
advertising	slot
prime-time	television studio
newsroom	spot

Ex. 3

guideline	«шапка»
oversee	за границей
rewrite	исправлять
TV facility	возможности телевидения
satellite uplinks	спутниковые линии
witty downlinks	низкочастотная связь
transmit	передача информации
all-news radio station	полноформатные радиостанции
TV crew	команда телевизионщиков
standupper	появление журналиста в кадре

Ex. 4

1. prime-time	7. TV crew
2. ratings	8. audience
3. entertainment	9. newscast
4. information	10. networks
5. footage	11. newsroom
6. newscaster	

Ex. 5

- | | |
|----------|----------|
| 1. false | 5. true |
| 2. false | 6. false |
| 3. true | 7. true |
| 4. false | |

Ex. 6

SNG – Satellite News Gathering

CNN – Cable News Network

ABC – American Broadcasting Corporation

CBS – Cable Broadcasting Service

NBC – National Broadcasting Corporation

SNVs – Satellite News Vehicles

Text 23. A television news day

Ex. I

1. rip or glance at the “wires”.
2. learn of it first by teletype.
3. Brief introductory and tag lines sandwich the bulletin.
4. the ratio of broadcast bulletins to teletype bulletins may be one in a hundred.
5. only to declare that an event has taken place.
6. Sometimes the significant fact of a bulletin is repeated.
7. not interrupt a station break or commercial with a bulletin which is not of overriding importance.
8. As air time nears.
9. begins work before the station goes on the air.

Ex. II

1. news flash;
2. news director;
3. assignment director;
4. writer;
5. newscaster;
6. broadcast;
7. reporter;
8. news producer;
9. director;
10. editor.

Ex. III

5. As air time nears, the trips to the teletypes will be increased to every five minutes; this frequency will be maintained until the newscast is done.
1. If the assignment editor sees a bulleting on the teletype which he feels should be broadcast as a bulletin.
7. Assignment editor will direct the engineer to cover whatever program is being broadcast by a bulletin slide and he will give the announcer bulletin copy to read.
3. A news editor has the authority to interrupt programming at any

time with a bulletin. 2. When a bulletin is of major importance – the kind which once would have been called a “flash” – anything on the air is interrupted⁶. The facts are kept to a minimum, and the bulletin is very short, for it is meant only to declare that an event has taken place. 4. Details of that event are reserved for the regular newscast or for a special news program.

Ex. IV

1. At some television stations a member of the news staff, perhaps the news director, a writer or the assignment editor doubles as a producer. 2. The producer is responsible for the content and production of a particular newscast. 3. In some news operations there is no producer as such; 4. several staff members share the work and the responsibility for the content of the newscast. 5. The producer confers with the assignment editor about the day’s film and tape stories. 6. As he listens he mentally begins to block out the 6 p.m. newscast. 7. The news director makes his own schedule and keeps it flexible. 8. At 10 a.m. he arrives at the station for a management conference on the news budget. 9. Unlike some television news departments run on a shoestring and producing lackluster newscasts which do little but keep the Federal Communications Commission at a safe distance, his news department makes a lot of money for his station.

Text 24. The Sound Camera.

Ex. 1

1. Television news
2. Synchronization
3. Photographer
4. Headphone
5. Audio modulation
6. Lightweight
7. Magnetically
8. Angenieux zoom len

Ex. 2

1 – d, 2 – g, 3 – h, 4 – f, 5 – a, 6 – c, 7 – b, 8 – e.

Ex. 3

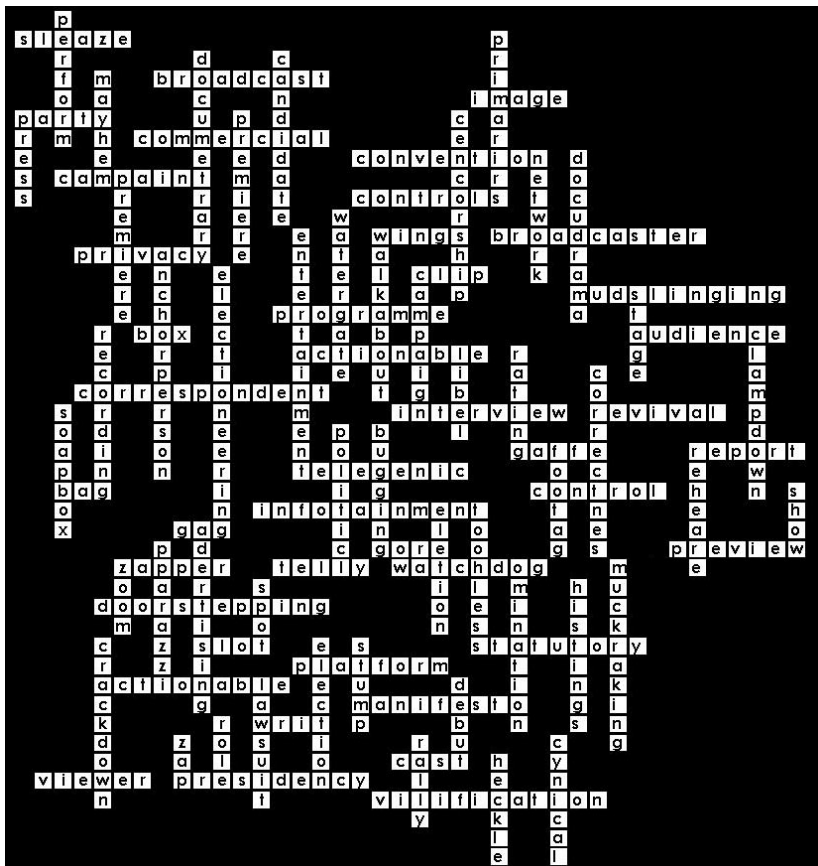
On sound cameras the most popular zoom lens is the Angenieux with a range of 12 millimeters to 120 millimeters.

1. The zoom lens is controlled by a straight rod in front of the camera.
2. It is in the last category that the experienced photographer shows competence.
3. At 120 mm, a zoom lens is equivalent to a five-power pair of binoculars.
4. The “pop zoom” or “snap zoom” is disturbing to the viewer.

Ex. 4

1 – c, 2 – e, 3 – a, 4 – b, 5 – d.

Crossword “Journalism as it is”



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JOURNALISM AS IT IS

Учебное пособие

Компьютерная верстка *А.Ш. Мельниковой*

Подписано в печать 15.02.2018
Формат 60×84 ¹/₁₆. Печать офсетная.
Объем 9,0 п. л. Тираж 100 экз. Заказ 12

Издательство КРСУ
720000, г. Бишкек, ул. Киевская, 44

Отпечатано в типографии КРСУ
720048, г. Бишкек, ул. Горького, 2